The DRUG and COSMETIC INDUSTRY

DECEMBER 1936

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FRONT COVER

Merry Christmas
To All

Photo Courtesy
Canadian Pacific Railway

The Drug and Cosmetic Industry is published monthly by Drug Markets, Inc., Frazer V. Sinclair, President and Treasurer; Thomas R. Farrell, Vice-president and Secretary. Publication Address, 28 Renne Ave., Pittsfield, Mass. Editorial and General Office, 101 West 31st St., New York, N. Y.

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The Demonstrator Problem

BECAUSE of the Robinson-Patman Act the status of demonstrators for cosmetics is most uncertain. Some people make the curt statement that "demonstrators are through." Others refuse to admit that any such state of affairs lies ahead. Meanwhile the reasons advanced for the abolition or retention of demonstrators are confusing.

IN ITS recent citations of various cosmetic manufacturers, the Federal Trade Commission attacked demonstrators, as well as P. M.'s, under two different laws. First they attacked these practices under the Robinson-Patman Act on the charge that the practices had not been extended to all buyers on proportionately equal terms, and secondly they attacked the practices under the Federal Trade Commission Act as methods of unfair competition which had the tendency to "suppress and stifle competition" on the part of those manufacturers not employing these practices.

IF THE Commission wins on the first of these points, merchandising through demonstrators will be seriously crippled. If the Commission wins on the second point, demonstrators will disappear completely. Therefore, the future of this method of merchandising awaits the final court decision in these cases. The court must decide, first, whether present practices with respect to demonstrators tend to give some retailers undue advantages over other retailers, and secondly, whether employment of demonstrators gives a manufacturer an unfair advantage over another manufacturer.

WE ENTERTAIN no idea that if the employment of demonstrators is abolished, the sales of cosmetics are going to dwindle. We do know that in such a case, merchandising methods will have to be changed radically by those manufacturers who have been relying largely upon demonstrators for their promotion. We would, however, like the question of the legality of demonstrators settled once and for all, so that a subject which is continually causing strife within the industry can be relegated to its proper place.

NEW and NON-OFFICIAL

FRANKLY WE DID NOT LIKE the way in which the Federal Trade Commission conducted the Fair Trade Practice Conference with Perfume and Cosmetic Manufacturers. In the first place, having admittedly written the rules proposed at the meeting, we think that the Commission should have been willing to tell those present what these rules meant, instead of leaving this up to Hugo Mock, counsel for the Toilet Goods Association, which association does not represent the entire industry. Secondly, we doubt that there is any advantage to the Commission in bringing together manufacturers of perfumes and manufacturers of cosmetics and then letting the perfume manufacturers vote as to whether or not the cosmetic manufacturers should employ demonstrators. We doubt also that a fair hearing is conducted when manufacturers of lines for syndicate stores are allowed to vote on whether the high class cosmetic manufacturers should be allowed to employ demonstrators.

We noted carefully that Commissioner Freer, conducting the meeting, did not, as requested by a member of the industry, criticize Mr. Plaut for his remarks about how the voting was being conducted. But neither did Commissioner Freer, nor anyone else conducting the meeting, attempt to explain a proposed amendment to the rule abolishing demonstrators which amendment would have the effect of abolishing P. M.'s in addition to demonstrators, after the conference had, by a tie vote, failed to adopt a specific rule abolishing P. M.'s.

While it is true that the rules adopted at the conference are not binding upon manufacturers until the rules are resubmitted to manufacturers for their acceptance, still we do not see how the Commission or the industry can get very far under a conference conducted in this way. We know well that many manufacturers are going to fight through the courts for what they believe is right regardless of any decisions by the Federal Trade Commission or despite any vote taken at a conference of this kind.

We think it would have been so much better if Commissioner Freer or his legal advisor, Mr. McCorkle, had offered to tell the conference what some of the proposed rules—which were written by the Commission—meant. We do not believe that the following discussion makes anyone feel that the Federal Trade Commission is trying to cooperate with the industry:

Mr. Mundheim: As I understand this paragraph 12-b, we are voting on the question of whether we believe and wish to continue demonstrators or would not wish it.

Commissioner Freer: You are voting "yes" if you are in favor of adopting this rule; you are voting "no" against the adoption of the rule.

Mr. Mundheim: Vote "yes" if you want a demonstrator?

Commissioner Freer: Let us not put it that way. If you are in favor of the conference adopting that rule and submitting it to the Federal Trade Commission to study it, vote "yes"; if you are against it, vote "no."

Under such conditions as this, a conscientious manufacturer who is trying to find out what is going on is apt to give up in disgust.

Our Family Album

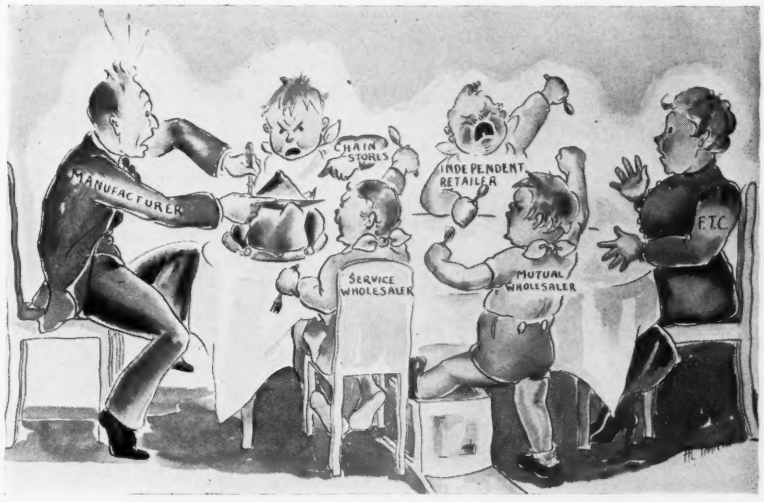
In the nineteenth century there was no Food and Drugs Act so Ayer's Pills were advertised by the above illustration captioned "Fighting For The Standard."

LEST THIS INDUSTRY GET the idea that merchandising methods are to continue as always, we wish to point out that within the past month New York City has taken definite steps against the large number of stores in the city which are carried on under the guise of "Bankrupt Stocks," "Cut Rate Men's Wear," "Fire Sale," and many other slogans which more times than not are untrue. This city wide ordinance, which requires that sacrifice sales be investigated and a license issued at twenty-five dollars for legitimate sales, was enacted by the City's Board of Alderman. Nobody in legitimate industry or retailing will quarrel with this ordinance. But in view of the fact that New York City now requires permits for drugs and cosmetics sold within the City limits, and in view of the fact that a threat was made to charge a fee for this registration and to make the requirements much more drastic, we believe this industry should, if possible, increase the pressure within the industry to line up behind a new Federal Food, Drugs and Cosmetic Act.

WHILE THE FIRST ANNUAL SUPPLEMENT to the U. S. Pharmacopoeia under the new system of issuing interim revisions, might appear to be rather large, it must be remembered that

this supplement seeks to correct all typographical errors appearing in the book. It is true that a number of changes have been made in the monographs on the basis of further research, but these in themselves would not make the supplement so large as it seems it will be. The fact that monographs are reprinted in full even though one figure is to be corrected due to a typographical error, is reason enough for the bulkiness. The supplement is expected to take at least eighty pages as they appear in the Pharmacopoeia.

TO OUR MIND THE MOST important thing about the annual supplements to the U. S. Pharmacopoeia is that these yearly interim revisions will keep the standards for drug products constantly up to date. No longer will the Pharmacopoeia be static for a full ten years with manufacturers indicating improvements over its provisions by stating variations on the labels. The advantage to manufacturers and to pharmacists is obvious, but likewise will the Pharmacopoeia itself increase in importance from such a plan. The increase in importance of the Pharmacopoeia will come through the fact that variations from its provisions will be less, and therefore strictly U. S. P. products will increase in volume.



"You'll all be fed on proportionately equal terms."

THE CITATION OF THE FOUR leading cosmetic manufacturers by the Federal Trade Commission is of extreme importance to the future of cosmetic merchandising. For not only are the usual discount schedules of the trade called discriminatory, but the use demonstrators and P. M.'s is going to be settled once and for all. The important point in the complaints involving demonstrators and P. M.'s is that the Commission has charged that these practices as at present conducted, are in violation of both the Patman act and the Federal Trade Commission Act. The charge of violation of the Patman Act comes from not allowing demonstrators and P. M.'s to all buyers on proportionately equal terms thus causing discrimination among the buyers, and the charge of violation of the Federal Trade Commission Act comes from demonstrators and P. M.'s not being used by all manufacturers and therefore being an unfair method of competition.

So now the Federal Trade Commission has gone "whole hog" into a study of the legality of the methods of cosmetic merchandising. The question of advertising allowances are also included in some of the complaints. When these cases have been finally adjudicated, both cosmetic and drug manufacturers will know a lot more than they do at present regarding what is right or wrong under the Patman Act, and they will also have a clearer conception of what the Federal Trade Commission Act includes.

WITH THE CITATION OF YEAST manufacturers on charges of price discrimination under the Patman Act, raw material manufacturers are beginning to sit up and take notice. For here is an instance where a manufacturer of a raw material is asked to justify discounts on large lots of a raw material. The differentials in prices for one barrel or five barrels of a raw material will probably be very difficult to justify. Sooner or later all of these differentials will have to be worked out and brought in line, but as with drug and cosmetic manufacturers themselves, no one wants to take such a step without having his competitors do so at the same time.

THIS INDUSTRY HAS CAUSE for joy in the defeat of a proposed tax of ten per cent. on sales of proprietary medicines and cosmetics in the State of Washington. The proposition in which the tax was included was rejected by the voters of the State by more than two to one. Lest the industry feel that the defeat of the measure was due entirely to the voters not wanting a tax on these products, let us hasten to explain that the proposition was mainly one of old age pensions which also included taxes on security sales, public utilities, amusements, fuel oil, gifts, and inheritances. Also benefits under the bill would have been less than under the present pension provisions of the state despite the huge levies.

VITAMIN F IN AN OINTMENT and in capsules is making its appearance in ethical medicine circles. McNeil Laboratories, who promote all their products through the detailing of physicians, is now offering these two products. In the December issue of the "McNeil-O-Gram," that interesting house organ which McNeil Laboratories sends to physicians, we find "Notes on Vitamin F" and a listing of the ointment and capsules. External application by means of the ointment is said to be helpful to the skin. The McNeil formula contains vitamin F and vegetable lecithin in a lanolin and petrolatum base. It is recommended for acne, eczema, burns, and as protective for abrasions. The capsules are recommended as a dietary corrective, and for resistance to infections, such as colds, and in preventing many of the symptoms of allergy, including asthma and hay fever, as well as many skin conditions such as allergic acne.

THE DRUG TRADE DINNER in New York is set for Thursday, March 4 at the Waldorf-Astoria Hotel. This is the annual event of the Drug, Chemical & Allied Trades Section of the New York Board of Trade which is attended by everyone in New York or the vicinity who is in the drug, chemical, cosmetic, or related business. Also the attendance from other parts of the country increases every year. For many years this dinner has been national in scope since it is the largest gathering of people in this industry held anywhere in the country.

Joseph A. Huisking, recently elected Chairman of the Section, has plans for the dinner well under way, but in the meanwhile reserve this date for the dinner. Tickets are priced at eight dollars, and reservations are to be made to Ray C. Schlotterer, 41 Park Row, New York.

THE DEVALUATION OF EUROPEAN CURRENCY is expected to make quite a difference in the importation of perfume materials. The many foreign houses who formerly did an active business in this country, were all but put out of business so far as this country was concerned when we went off gold. Now the situation is said to be reversing itself.

Boy chipping camphor wood for distillation of natural camphor in Formosa.

PHOTOS EWING GALLOWAY

CAMPHOR

By ISABEL BENNY

A brief study of its history, its uses, the Japanese monopoly of the natural supply, the development and manufacture of synthetic camphor—and its future.

AN INTERESTING thought for speculation has been occasioned by the inclusion in the U. S. Pharmocopoeia XI, as of June 1, 1936, of synthetic camphor. Used for a long time for industrial purposes as a substitute for natural camphor, the recognition of it for medicinal use leads to various surmises as to the probable effect on one of the richest of world monopolies, the Japanese Government Monopoly of natural camphor.

The path of camphor has been a romantic one. From a pleasant-smelling phenomenon of ancient times, it has become a basic element of a great industry and a commodity of many uses. From its source in the malaria-ridden jungles of Formosa, where head-hunters and deadly reptiles lie in wait, to its destiny in the laboratory, sick-room, factory and munition plant, its way has been fraught with danger. The subject of international price wars and new chemical discoveries, its future depends on those who control its output and the success of its rival, synthetic camphor; and always subject, of course, to the success of the chemist in finding a complete substitute.

The uses of camphor are manifold and varied; perhaps the use most commonly thought of—as a moth-repellent—is the least important, this field having been almost completely usurped by naphthalene.

Its chief use is as a plasticizer for cellulose nitrates, more easily recognizable in its final form of celluloid, photograph film, safety glass and other pyroxylin plastics, together responsible for 66% of the camphor consumption of the United States and 80% of the world consumption.

Both camphor and its by-product, camphor oil, have valuable medicinal qualities and 10% of the world supply is annually used for human and animal ailments. A sizable amount of camphor is used for disinfectants and a similar amount for smokeless fireworks and gunpowder; India consumes 6% of the world supply for sacred incense; some small amount is used in the manufacture of heliotropine and other synthetic chemicals.

Expensive moth cakes, vanilla and peppermint extracts, embalming fluids, lacquer and perfumes account for most of the remainder of the camphor produced annually by natural or synthetic methods. In Japan, camphor oil has been found valuable in the manufacture of Chinese inks and varnishes and dye-making; and camphor oil is an excellent diluent for artists' colors and a useful ingredient in soap-making.

Small wonder then, that monopoly of the natural supply of such a product is cherished; or that a thirty-year search for an artificial substitute has been carried on. Needed in peace and in war, an important item in the manufacture of so many and so widely diversified products, camphor plays a far more important part in everyday life than is usually accredited to it.

* * *

Camphor is one of the world's oldest commodities. Known in China in early antiquity, first written references to it are found in the writings of

Prince Imru-I-Kais of Arabia in the 6th century. In the 9th century the Arab merchant Sindbad mentioned it as coming from camphor trees. Its cooling qualities are noted in the Koran in connection with the beverages of the blessed in Paradise.

Large quantities of it were found stored in the palace of the King of the Sassanides when the palace was destroyed in the 11th century. Not long after this, the Arabs and Italians were making use of its medicinal qualities. Marco Polo found it in Sumatra and Borneo in the 13th century.

With the opening of water trade routes from the Orient, camphor imports into Europe increased tremendously and the foundation was laid for the great prosperity of a little island six centuries later.

The nineteenth century saw camphor the subject of curiosity on the part of many of the leading chemists of the day. In 1832 Dumas established its molecular formula, basing his findings on the earlier work of Rosengarten. Martius and Gerhardt contribbuted to the knowledge of its components and, by 1868, under Weyl, its most significant groupings were known. It was not until 1893 that Bredt elucidated its full structure and it was found that the theories of 1690 were substantially correct.

Camphor distillery in Formosa, showing the vats outside.

Crude natural camphor is a chemical compound derived from the distillation of the camphor tree redistilled to become refined natural camphor. It is a white, translucent, crystalline mass, soluble in alcohol, ether and fatty acids, insoluble in water, easily broken but difficult to powder, and burns with a smoky flame.

While the term camphor is applied erroneously to many substances having these characteristics, such as cubeb-camphor, cedar-camphor, and juniper-camphor, it can, in the correct use of the word, be obtained only from Camphora Officinarium of Nees or Laurus Camphora of Linnaeus, and Dryobalanopa aromatica. The latter yields a Borneo or Baras camphor, a product valued in the Eastern world but unknown in the West. It is the former, commonly called camphor laurel, which gives us the camphor in general use today.

The camphor tree is a true native of China, Japan and nearby portions of Eastern Asia. Actually, it will grow in any tropical or sub-tropical climate and has been tried with varying degrees of success in Florida, California, Jamaica, East Africa, Malay States, Algeria, Brazil, Argentina, Southern Europe, India and Ceylon. But the soil, humidity, temperature and elevation of Formosa, China and Japan seems best suited to the development of the camphor laurel. Further, little commercial encouragement has been held out elsewhere as a tree, to give best results, must be from fifty to one hundred years old. A five-to-ten-year-old tree gives only one to two per cent. of camphor in proportion to the weight of material used. The entire tree must be destroyed at the time of cutting, the native workman and his family going into the jungle, cutting down the tree, chipping it into small bits to be placed in a crude still. Camphor and steam escape from the still, the camphor solidifying as soon as it strikes the cooler air outside. These crystals are then rushed to the refinery to prevent too great loss by evaporation.

Cheap labor costs in the Orient have also been a deciding factor in discouraging growth of camphor trees elsewhere.

China had, at one time, a thriving camphor business but wasteful methods soon led to its annihilation and today only a few hundred dollars' worth of camphor is exported from Hong Kong to nearby centers.

In 1895, at the close of the Japanese-Chinese War, the island of Formosa, bearing 77% of the world's camphor trees, was ceded to Japan. Four years later the Japanese Government assumed a monopoly of the camphor trade, allowing small producers to work under the government's guidance but applying a strict program of afforestation. Between 1900 and 1906, three million young trees were planted. These, with the trees already there, were estimated to be enough to take care of the world's needs for the next half-century and camphor is now bought by yearly contract with further afforestation taking care of future needs.

In 1903, plans for a complete monopoly in Formosa and Japan were perfected; all camphor was sold to a government agency; prices, production and sales were put under the direct control of the Bureau of Monopolies, a division of the Department of Finance of the Imperial Government of Japan. Distillation and refining methods were improved; and prices soared. (From 1875-1915 the price ranged from $.08 to $1.00 per pound).

In 1919 the Taiwan Camphor Producing Company, Ltd., a government controlled body, was formed and given all crude camphor and camphor oil producing rights in Taiwan. Concessions in China put that output under Japanese control. In 1935 the Monopoly Bureau bought the Taiwan Camphor Producing Company and today all crude camphor goes to the Nippon Camphor Company, Ltd., of Kobe, to be refined and all sales are made through Mitsui & Company.

It is interesting to note, at this point, that before the Civil War it was suggested that this country buy the island of Formosa. More pressing internal problems pushed the matter into the background of the national consciousness. What might have happened had the purchase been carried out, is another interesting speculation.

Legislation in Japan in the 1920's, requiring 60% of all crude camphor to be shipped to Japan, gave that country domination of the refined camphor supply. Prices today are quoted no more than ninety days in advance and the supply is kept rigidly in line with demand.

But like all government monopolies, high prices and curtailed supply led other countries to the quest for a synthetic material.

* * *

In 1803 an apothecary named Kindt had applied hydrochloric acid to turpentine and obtained a crystalline substance resembling natural camphor—bornyl chloride—thus paving the way for the modern synthetic camphor. In 1858, the Frenchman, Bertholet, produced the first chemical camphor, since improved by many others, now radically different in the finished product, but basically the same.

Soon after the rise of the camphor monopoly in Japan, around the close of the nineteenth century, many attempts were made in Germany, France and the United States to manufacture camphor commercially. Germany led the way with the first marketable product in 1905, and has held the lead in the field ever since. After the World War production was stepped up enormously and, during the 1920's Germany held a practical monopoly on synthetic camphor, noticeably forcing down the price of the natural product.

In 1900 an attempt was made in this country at Niagara Falls to manufacture synthetic camphor by the Thurlow process but was not noticeably successful. In 1907, with Japanese prices soaring, unsuccessful attempts were made in Massachusetts and Pennsylvania. In 1908 the Japanese price dropped to $.30 a pound and further efforts on a large scale were abandoned here and in France and England.

By 1910 the only firm producing synthetic camphor was Chemische Fabriken A, vonn E. Schering, in Germany, who still make it today. By 1915, Rheinische Camphor Fabriken, in Dusseldorf, had joined them; and in this country, a concern in Philadelphia was making a new attempt, spurred on, no doubt, by the high war prices.

In 1917 another effort was made here by Monsanto, which carried on until 1922 when the project was abandoned after a vain attempt to have a duty of twenty-five cents a pound on natural camphor enacted by Congress.

From 1910 until 1919 the price of camphor rose from $.42 a pound to a high of $3.30, mainly as a result of the war; celluloid companies faced annihilation.

In 1918 duPont de Nemours built a plant at Deepwater, N. J., and started manufacture by a German process. The product was impure and costly. Again camphor prices fell—to $1.36—to $.59 a pound in 1921—and the Deepwater plant was abandoned. Nineteen hundred twenty-two and 1928 saw attempts in the West and the East, respectively, both of which lasted only a short time.

It has been estimated that more than three million dollars has been spent in this country alone on research, plant equipment and contract obligations in the search for profitable commercial manufacturing of synthetic camphor.

Finally in 1930, the Newport Company, searching for new outlets for wood turpentine, discovered a process for the synthesis of camphor which was not prohibitive in cost. By 1931 they had an annual capacity of 1,500,000 pounds. In that same year, duPont purchased certain parts of the company, including their camphor process, built a new plant, and went into production commercially in 1933.

An interesting point here is the Tariff Act of 1930 which provided for a reduction of the existing five-cent-a-pound rate on synthetic camphor to one-cent-a-pound *if* domestic consumption were not supplied by domestic production to the extent of: more than 25% for the six months ending June 17, 1933; more than 30% for the six months ending June 17, 1934; and more than 50% for the six months ending June 17, 1935.

Whether this was the spur that started production on a large scale in this country is beside the question. The fact remains that the tariff today still stands at five cents a pound.

With the exception of the Newport Company, now operating on a new synthetic camphor process and producing between 200,000 and 300,000 pounds annually of a grade ranging somewhere between natural and synthetic for special use, duPont is the sole manufacturer of synthetic camphor in this country at the present time. For this reason, figures on their output are not available. It is known, however, that they have a plant capacity of 2,500,000 pounds annually. It is also known that the United States consumed 1,169,414 pounds of synthetic camphor during the six months ending June 17, 1935, of which amount, duPont, in order to comply with tariff regulations, must have been supplying more than 50%. They themselves, of course, are one of the largest users of camphor in the United States.

Their process is a simplified version of a European method, utilizing advanced engineering and operating

(*Continued on page 744*)

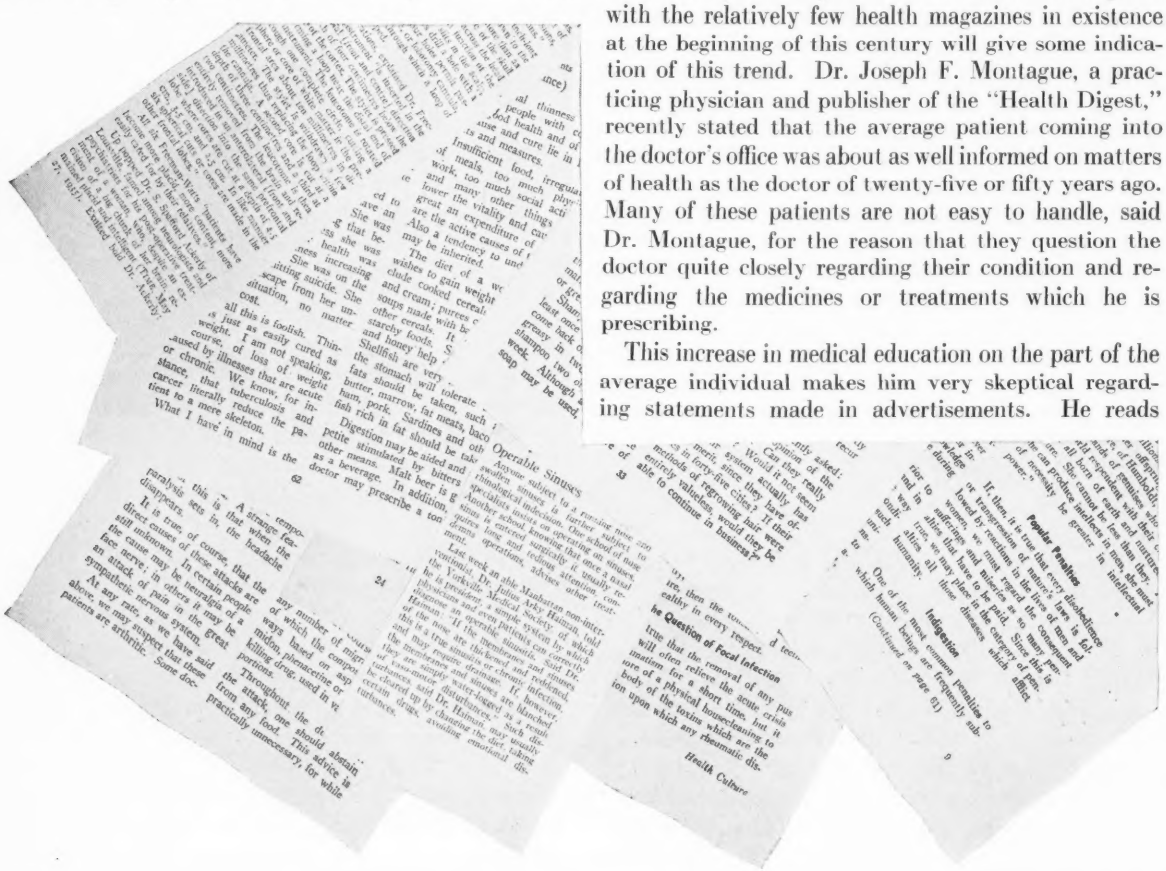
A CHANGED MARKET

THAT far-sighted individuals in this industry are concerned over the future of the industry if some definite step is not taken to control the abuses which exist has long been known. Those leaders who are thinking about the future of this industry admit that a new Federal Food, Drugs, and Cosmetic Act is desirable (1) to prevent gross exaggeration in advertising; (2) to prevent the sale of products dangerous to the health of the average individual; (3) to establish control over cosmetics.

Reasons why leaders in the industry know that this control is essential for the welfare of this industry are many. In the first place, the success of the many books attacking the products of this industry and the success of the so-called consumer groups is definite evidence that the public has not a great deal of faith in the products offered or in the claims made for these products. It is also evidence that an increasing number of people are vitally interested in seeking the truth about products offered, and that they do not believe that they can learn the truth from the statements of the manufacturers.

These leaders realize that with the increase in the number of people receiving college educations in this country, the number of people interested in learning more about those things which concern their health and beauty is increasing apace. A study of the large number of health magazines now in existence compared with the relatively few health magazines in existence at the beginning of this century will give some indication of this trend. Dr. Joseph F. Montague, a practicing physician and publisher of the "Health Digest," recently stated that the average patient coming into the doctor's office was about as well informed on matters of health as the doctor of twenty-five or fifty years ago. Many of these patients are not easy to handle, said Dr. Montague, for the reason that they question the doctor quite closely regarding their condition and regarding the medicines or treatments which he is prescribing.

This increase in medical education on the part of the average individual makes him very skeptical regarding statements made in advertisements. He reads



these advertisements avidly for the express purpose of finding false statements or exaggerations in them. Having found these, he boasts of his knowledge to his acquaintances. Therefore, these advertisements, instead of helping the sale of a product, ofttimes have just the opposite effect so that the manufacturer would have been better off if he had not advertised at all.

That such a condition exists is further indicated by the great growth in the sale of ethical products which are not advertised to the public at all. If anyone will take the trouble to note the growth of the ethical drug manufacturers, many of whom have recently made large plant additions or are now engaged in doing so, he will learn that this increased education is working to the benefit of these ethical manufacturers.

One has only to see a diabetic patient injecting himself with insulin, or an angina patient holding a crushed ampule to his nose to know that people of today generally know what is ailing them and generally know what treatment is proper for them. Also one has only to consider the growth of Mercurochrome to realize the extent to which the public will go in using something which they saw their doctor use—a product about which no statements were ever made to the public so that the public never had a chance to question any of the statements made. Consider also the large number of medicine chests in which you will see bottles of Upjohn's Citrocarbonates, Parke Davis's Syrup of Cocillana Compound, Anusol Suppositories, Butesin Picrate Ointment, Maltine, Myeladol, or vitamin preparations of Abbott, Mead Johnson, Lilly, or Parke Davis, products which are advertised to the doctor.

We do not mean to indicate that the manner in which products must be sold today is through the doctor, but we do mean to indicate that these products have attained large volume without any false or exaggerated statements being made regarding them. For it must be appreciated that the public has only learned of them from the physicians, and the physicians have only told their patients what they, themselves believed, regardless of how much the detail men told the physicians.

As a further indication of how far truth can go the sale of a product we point to the vitamin field. Here is a field that is dominated by ethical manufacturers. Perhaps we should call some of them semi-ethical because of the fact that some of them advertise to the public with the approval of the A.M.A., and because of the fact that some of them do not seek A.M.A. approval. But the fact of the matter is that they are all selling the same vitamins and the public knows what these vitamins are and what they will do. It is true that the forms and potencies vary to some extent among manufacturers, but there is no secret regarding any of them, and the individual can choose what he wants in the way of form or potency and then be guided as to the manufacturer by the price or reputation. It would seem astounding to many manufacturers of secret preparations heavily advertised, that the vitamin business could grow or could be profitable, yet it is steadily growing, and no one is complaining about profits.

Another product which has risen to importance in the minds of the average individual is ephedrine. This ingredient of many products is now used as an indication of the efficacy or quality of a product, the statement made in advertising merely being "contains ephedrine," public knowledge of what ephedrine is or what it will do is taken for granted.

There are many more signs of this alertness on the part of the public and of the tendency of the public

to use those products which are truthfully presented. The greater popularity of the products of ethical manufacturers is mainly due to the fact that they are presented honestly. There is no question that a very large number of these products are proprietaries, while others are made by a number of manufacturers. But the success of these products should indicate to other manufacturers of proprietary remedies how products should be presented today. An excellent example of great success attained by a proprietary remedy truthfully presented is Alka-Seltzer. The advertising for this product makes no exaggeration in its claims. The product is merely indicated for the relief of over-eating, over-drinking, headaches, and colds. On the package plainly appear in legible type the main ingredients—citric acid, sodium salt of aspirin, and a mineral alkalizing agent. Many people are well acquainted with the efficacy of these ingredients when taken in combination. Despite the fact that the product has been imitated and a consumer can check the ingredients of one product against the other, Alka-Seltzer does not appear to have suffered from this competition. More often than not, the consumer will continue to buy the original product in the belief that it is of better quality than the imitations.

Leaders in the industry who have given the matter serious thought, are of the firm opinion that regulation of the industry to control the main abuses that exist would be for the benefit of the industry. This they believe because of the fact that conditions have changed as we have indicated. These people point out the fact that it was just a change in conditions that brought about the enactment of the original Federal Food and Drugs Act of 1906. And because such a law was required by the abuses which existed, the enactment of the law inspired public confidence in the products of the industry. Control of abuses means that manufacturers, to be successful, must predicate their success upon more solid ground. Thus when the original Food and Drugs Act was held to restrict label statements, manufacturers had to seek new types of products based upon extensive research rather than just think up new extravagant claims and new methods of merchandising.

Under the Food and Drugs Act of 1906, the drug manufacturing business has expanded to a point never dreamt of in those days. Although many in the industry thought that the law was going to destroy the drug business, the business continued to grow under the law. So instead of dying, the industry now has within it a large number of extremely wealthy companies with huge resources.

The control of the abuses of the labeling provisions of the present law was undertaken by the Proprietary Association a number of years ago when the association established its Requirements Committee. Two years ago this association sensed the condition which led to the demand for a new law and established its Advisory Committee on Advertising. This association extends the aid of this committee to every manufacturer, advertising agency and publication whether or not they are members of the Proprietary Association. The establishment of this committee was an attempt upon the part of association to help in correcting the abuses that are known to exist. The committee has been successful in its work far beyond expectations, indicating the realization of the true state of affairs on the part of a very large number of manufacturers, advertising agencies, and publishers. The Proprietary Association has also formed a Scientific Committee composed of the scientific men in the member houses. This committee will discuss ingredients and their use, as well as the claims that can properly be made for preparations containing these ingredients.

Now the cosmetic manufacturers are following suit. Long without government regulation, the cosmetic manufacturers know that such regulation will soon be here. Therefore, the Toilet Goods Association has established a Board of Standards. This board will form a Scientific Committee composed of research chemists representing various branches of the toilet goods industry. These chemists will report on certain ingredients which should be banned by all manufacturers, and the committee will also check the scientific truth or falsity of claims and advertising submitted to the committee. From such technical information the board plans to compile a list of those ingredients which should not be used and to ask members to discontinue preparations containing these ingredients.

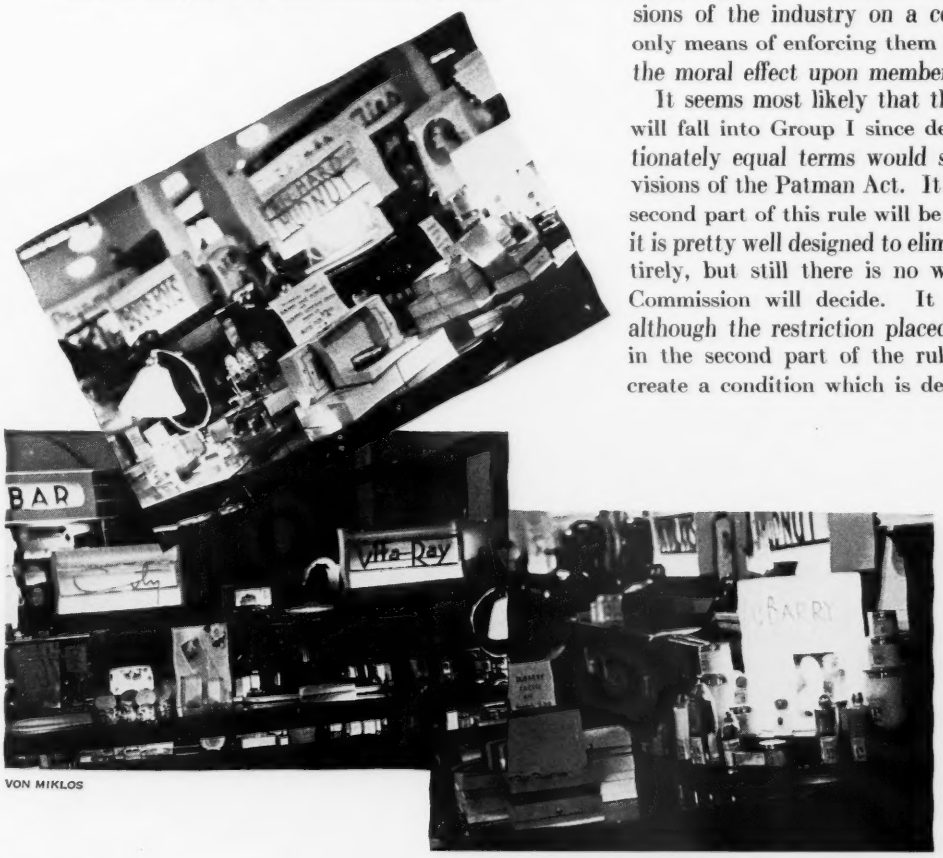
An Advisory Committee on Advertising will examine advertising copy and label statements submitted by members of the industry in the light of good taste and fair practice rules. There is no reason for cosmetic manufacturers to entertain the thought that allure must disappear from their advertising merely because it must be truthful. Furthermore it is time that cosmetic manufacturers faced the fact that the women of the country are becoming educated regarding the value of cosmetics. Women are buying large quantities of private brand cosmetics because they know what they want and they know that they do not always have to pay high prices for satisfactory products. It is extremely significant that a book telling women how to make cosmetics at home should find a publisher, but still such is the case. The successful cosmetic manufacturer of the future will be the one who digs down into the real facts concerning cosmetics and their ingredients. Digging out the real effective parts of the ingredients and discovering new ingredients that will produce better results will be the way to success in the cosmetic business. Such is mainly the case today.

Lest this industry form the opinion that advertising abuses only in this industry are the subject of concern, we hasten to assure this industry that such is not the case. Advertising people outside of this industry are

(Continued on page 740)

IF DEMONSTRATORS PASS

THE Fair Trade Practice Conference held by the Federal Trade Commission and the perfume and cosmetic manufacturers adopted rule 12 which dealt with the subject of demonstrators. This rule was divided into two parts. The first part of the rule permits demonstrators only when they are granted on proportionately equal terms to all buyers of the merchandise of a manufacturer. The second part of the rule eliminates demonstrators when they have the tendency "to suppress and stifle competition," or when they have the tendency to create "a situation which is deceptive to the consuming public."



VON MIKLOS

The Commission will decide whether either or both of the parts of this rule prohibit unfair practices which are violations of existing law. If either or both of the parts of the rule are found to prohibit violations of existing law, they will be placed in Group I of the final code of fair trade practices for the industry and will be enforced by the Commission. If either or both of the parts of the rule are found to prohibit practices which, in the Commission's opinion, are not violations of existing law, then they will be placed in Group II of the code of fair trade practices and will not be enforced by the Commission but will merely be expressions of the industry on a controversial issue. The only means of enforcing them in such an event will be the moral effect upon members of the industry.

It seems most likely that the first part of this rule will fall into Group I since demonstrators on proportionately equal terms would seem to follow the provisions of the Patman Act. It is not as likely that the second part of this rule will be placed in Group I since it is pretty well designed to eliminate demonstrators entirely, but still there is no way of telling what the Commission will decide. It must be realized that although the restriction placed around demonstrators in the second part of the rule—that they must not create a condition which is deceptive to the public—can be eliminated by identification of demonstrators, the other provision, that they must not suppress or stifle competition, is not so easily eliminated. After all demonstrators are bound to suppress and stifle competition at least on the part of manufacturers who do not

(*Cont. on page 771*)

INHALANTS

THE respiratory air current is the most direct and convenient medium for medicating the respiratory passages. Inhalants are used for two purposes, viz., (1) local action on the mucous membrane of the respiratory passages, and (2) systemic action. This discussion is limited to inhalants used for local effects.

The manufacturer of inhalants to be used for local action will profit by keeping in mind the facts set forth below:

(1) Tissue not exposed to the respiratory air current cannot be locally affected by inhalants.

(2) Superficial breathing suffices for securing the effects of inhalants on the upper respiratory passages. For effects on the deeper air passages, the breathing should be deep, while the mouth is held open, the head somewhat extended, and the tongue protruded.

(3) The finer the particles of the inhalant, the deeper the penetration into the respiratory tract.

(4) If the nose only is to be treated, the breathing should be through the nose, while the mouth is closed; otherwise the breathing should be through the mouth.

(5) Substances which have agreeable odors are preferred as inhalants.

(6) In acute inflammatory conditions of the respiratory tract, with the exception of the nose, steam inhalations may be useful, but exposure to cold, dry air immediately following such inhalations should be avoided because they increase the sensitiveness of the mucosa. Steam inhalations are said to lessen irritation and cough, render the mucus more fluid, and encourage expectoration.

(7) In dry inflammatory conditions of the respiratory passages, such as "dry catarrh," moist inhalations are usually preferred.

(8) "Dry" inhalants, i. e., those containing agents which tend to check secretion and to combat offensive odors, are preferred in catarrhal conditions attended by profuse secretion.

Medication of the respiratory air current may be accomplished by *gas*, *vapor*, *smoke*, and *spray* inhalants. Nasal sprays were discussed in an article which was published in the November issue of this journal, and, consequently, the present discussion will concern itself only with the first three types.

Gas Inhalants

Irritant gases, like ammonia and hydrochloric acid gas, are commonly referred to as "irrespirable gases," due to the fact that they induce defense reflexes, such as involuntary resistance to inhalation, which protect the lungs against damage. Nonirritating gases, however, are completely devoid of *local* action. The irritating gases, if they are to be used as inhalants, must be ade-

PHOTOS EWING GALLOWAY

By A. RICHARD BLISS, Jr., Ph.D., M.D., LL. D.

quately diluted so as to avoid undue local effect; furthermore, even when properly diluted so that they can be inhaled, they affect only the upper respiratory passages.

Immediately following the World War, *chlorine* gas acquired much notoriety as a gas inhalant for some conditions of the respiratory passages. It has been shown that the best results are obtained when the concentrations of the chlorine are between 0.013 and 0.015 milligrams per liter. Higher concentrations are prone to irritate, and concentrations below 0.009 milligrams per liter are of no medicinal value. Two of the major disadvantages of chlorine inhalations are the special facilities and equipment required, and the fact that the treatments must be continued within rather narrow limits for at least sixty minutes.

Hay fever, asthma, tuberculosis and pneumonia are more likely to be aggravated than benefited by chlorine inhalations. Common "head colds" have been treated with varying success, doubtless due to the fact that this condition is more difficult to treat because of the swollen state of the mucous membrane which stops up the nasal passages and thus prevents free access of the chlorine inhalation. Acute infectious catarrh of the respiratory mucosa is a condition in which chlorine inhalations are reported to be especially beneficial, particularly if used early in the disease. It cannot be said that chlorine sterilizes the respiratory mucous surfaces, but it undoubtedly kills many of the surface bacteria, and does promote cleansing of the membrane by increasing nasal and bronchial secretion which induces productive coughing and blowing of the nose.

Vapor Inhalants

The term "vapor inhalation" may be applied to any arrangement whereby volatile substances in the vaporous state are drawn into the respiratory passages. In the event the substance is volatile at ordinary room temperature, the process is simplified, as is the case with the general anesthetics chloroform and ether, two substances which are, as such, outside the scope of this article. A very simple vapor inhalant may be obtained by dissolving 20% of *menthol* in *alcohol* and placing ten drops of the solution on a simple chloroform inhaler or on a handkerchief and inhaling the resulting vapors. If the concentration is not too great, the vapor of menthol will tend to lessen excessive secretion, according to some writers, by breaking down the foamy mucus and thus enlarging the effective lumen of the passages, and will also act as an analgesic. They claim that it is for these reasons that menthol inhalants are particularly useful in acute catarrhs which are attended by profuse secretion. However, menthol is especially beneficial in rhinitis and pharyngitis, conditions in which the mucus is not always

foamy, and other writers contend that menthol, and other volatile drugs of its type, are beneficial in such conditions possibly because they facilitate the detachment of respiratory mucus by the fresh secretion which they induce.

The ordinary simple types of menthol "inhalers" on the market are fairly efficient for local medication of the nasal mucosa.

A combination of equal volumes of *spirit of chloroform*, *creosote* and *alcohol* is recommended by many clinicians as a sedative and deodorant in chronic bronchitis, pulmonary abscess and gangrene. Fifteen drops of the mixture, inhaled for ten minutes every three hours, represents adequate dosage and frequency of treatment. It is well for the manufacturer to keep in mind that some medical authorities are of the opinion that, since creosote is a mixture of phenols, there is the possibility, if the combination is used too frequently, of sufficient absorption taking place from the respiratory tract to cause some damage to the kidneys.

Mixtures of *eucalyptol*, *camphor* and *menthol* have their advocates as simple inhalants. *Volatile oils*, like *peppermint* and *pine*, are commonly used additions to this formula. *Methyl salicylate*, *oil of thyme*, *oil of cloves*, *oil of cinnamon*, and *thymol* are other volatile substances used as ingredients of vapor inhalant combinations.

Steam Inhalants

Steam inhalants constitute another common form of vapor inhalants which are often beneficial in acute pharyngitis, during the first stage of acute bronchitis, and, not infrequently, in bronchopneumonia; but they are rarely useful in chronic respiratory disorders. A pitcher, or other wide-mouthed container, into which is placed enough hot water to leave an air space of about four inches above the level of the water, or the simple steam-vaporizing apparatus obtainable on the market suffice for the production of steam inhalations. The medicated inhalant is added to the hot water and stirred, and the resulting vapors inhaled through a paper cone placed over the mouth of the pitcher, or from the spout of the vaporizing apparatus. The heat and moisture provided by the steam itself are often beneficial, and in some cases possibly more so than any drug vapors it may carry.

Although steam does not penetrate very far into the bronchial branches, as it cools it condenses on the mucous membranes of the larger bronchi and thus establishes surface depots of any volatile substances which may have been inhaled with the steam. From these depots the air stream may become sufficiently charged with the volatile agents to be carried on and thus reach, in more dilute form, the deeper air passages.

The tendency of steam inhalations to produce swelling of the turbinate bones, thereby increasing obstruction to respiration, and, due to the fact that the warmth and moisture increase the sensitiveness of the respiratory mucosa, to aggravate irritability, materially limits the usefulness of this type of local therapy, unless the individual remains in a room of even temperature at least sixty minutes after the inhalation. The best time for such treamtents for ambulatory patients is right before retiring.

The following combination, as an inhalant, is said to promptly relieve mild attacks of catarrhal fever by alleviating the discomfort which attends that condition; but it should be remembered that in some cases the stuffy feeling is increased by a steamy inhalant.

Oil of Pine Needles	12.5 parts
Tr. of Benzoin, to make	100.0 parts

One teaspoonful of this mixture should be placed in an inhalor, or placed in a previously heated cup, scalding water poured over it, and the vapors inhaled through the mouth. In laryngitis this type of steamy inhalant is highly recommended, as well as in nasopharyngitis and bronchitis. Tincture of benzoin is much more pleasant than the compound tincture which contains aloe, storax and tolu.

Smoke Inhalants

Smoke inhalation is one of the oldest forms of medicating the respiratory air current, but it is rapidly falling into disuse. It used to be carried out by igniting drugs and inhaling the smoke. One of the major objections to this old form of inhalation is that, along with the volatilized material, the individual inhales numerous particles of carbon. Apparatus is available today which purports to remove the solid carbon particles without loss of the vaporous portions.

The inhalation of the volatile material from an ignited mixture of *stramonium* and a *nitrate* once or twice during the night has been reported effective in some mild cases of asthma. The nitrate insures combustion. A formula for this type of smoke inhalant follows:

Sodium Nitrate	25 parts
Powdered Anise	25 parts
Stramonium	50 parts

A teaspoonful of this mixture should be used, and the volatile products inhaled. *Cubeb* is, at times, added to the mixture.

Bronchial asthma is commonly due to spasmodic constriction of the bronchioles, and the lumen of these passages may be further marrowed by catarrhal swelling of the mucosa. Atropine-containing drugs, like stramonium, may promptly relieve both the constriction and the hypersecretion in such cases, and that it is reason for using them in the treatment of asthma. Another formula for an asthma powder calls for stramonium, 30; *lobelia*, 10; anise, 20; potassium nitrate, 20. Eight grams of this powder is ignited and the vapor inhaled.

NEW IDEAS! NEW METHODS!

By EDYTH THORNTON McLEOD

Cosmetic promotions have changed very little through the years. Traveling representatives still travel but with the coming of radio programs dealing with beauty and cosmetic promotion many women remain at home listening to advice, waiting for the "sample" to try, and thereby begins a correspondence with the manufacturer. This procedure keeps the woman out of the stores.

Today the advertised visit of a traveling representative does not bring the exciting response that it did some years ago because then she was a novelty and women flocked to hear her words of wisdom. They made appointments for consultations and sales leaped to amazing heights. Now each and every "line" of cosmetics is "demonstrated" by a trained saleswoman who can, and usually does, give excellent advice to her clients. They, in turn, follow her advice and believe in her.

The visiting representatives bring little response because each week there is a new visitor, naturally eager to make an impression and gain new clients and, of course, increase the sales of the "line" she represents.

The day is done when women will rush in to see the advertised visiting representative, they have grown wary, thinking it only a "selling stunt," but rather will she listen to the visitor under protest and, in confidence, ask the "demonstrator" (whom she knows) if what the stranger has said is true!

There is a most definite place for the traveling representative but she must be unusually well trained and be diplomatic as well as smart in appearance. She should NOT be younger and less experienced than the "demonstrators" in her territory.

Unfortunately, too often the traveling representative leaves her home office and is out on the road for six months at a time. This is all wrong, for unless she visits her home office often, how can she keep up with the newest ideas for promoting her line of cosmetics? Also, frequent trips to the leading style centres are necessary. This woman must bring a message of Beauty AND FASHION to stimulate the enthusiasm of her "demonstrator," and she should not be expected to stand behind the counter waiting *for* and *on* customers but should have a well and definitely planned educational program. If she is "up" on her subject and "knows her stuff" and has a pleasing personality, the stores will welcome her and a REAL message will run throughout the store regarding her products.

Also, women are more likely to listen to an educational program, worked out somewhat on the idea of radio programs, where the product is "plugged" ever so often, but meanwhile the audience is both INSTRUCTED and ENTERTAINED.

I believe there will come a time when women well versed in cosmetics will gain a place in the cosmetic world, to speak for cosmetics and to give advice on those featured by the stores they visit.

I recently presented a co-operative show of Faces and Fashions. The clients were full of enthusiasm for the idea as they admitted the need of advice on skin care but NOT from one representing any particular "line."

It will require farsightedness on the part of manufacturers to plan such a subtle "attack" on the women but it will be successful, for by praise of cosmetics and championship of them by a woman of poise and ability to hold an audience, will we stand, not fall!

At every fashion showing the stores should, without partiality, show models wearing make-up selected from the various "lines" they feature. It will build a firm faith in the minds of the clients that the stores stand behind the beauty products that they present and will establish a new feeling of confidence in Cosmetics.

As a result of more promotions of this sort the retailer becomes the center of interest for the entire community and thus builds increasing prestige.

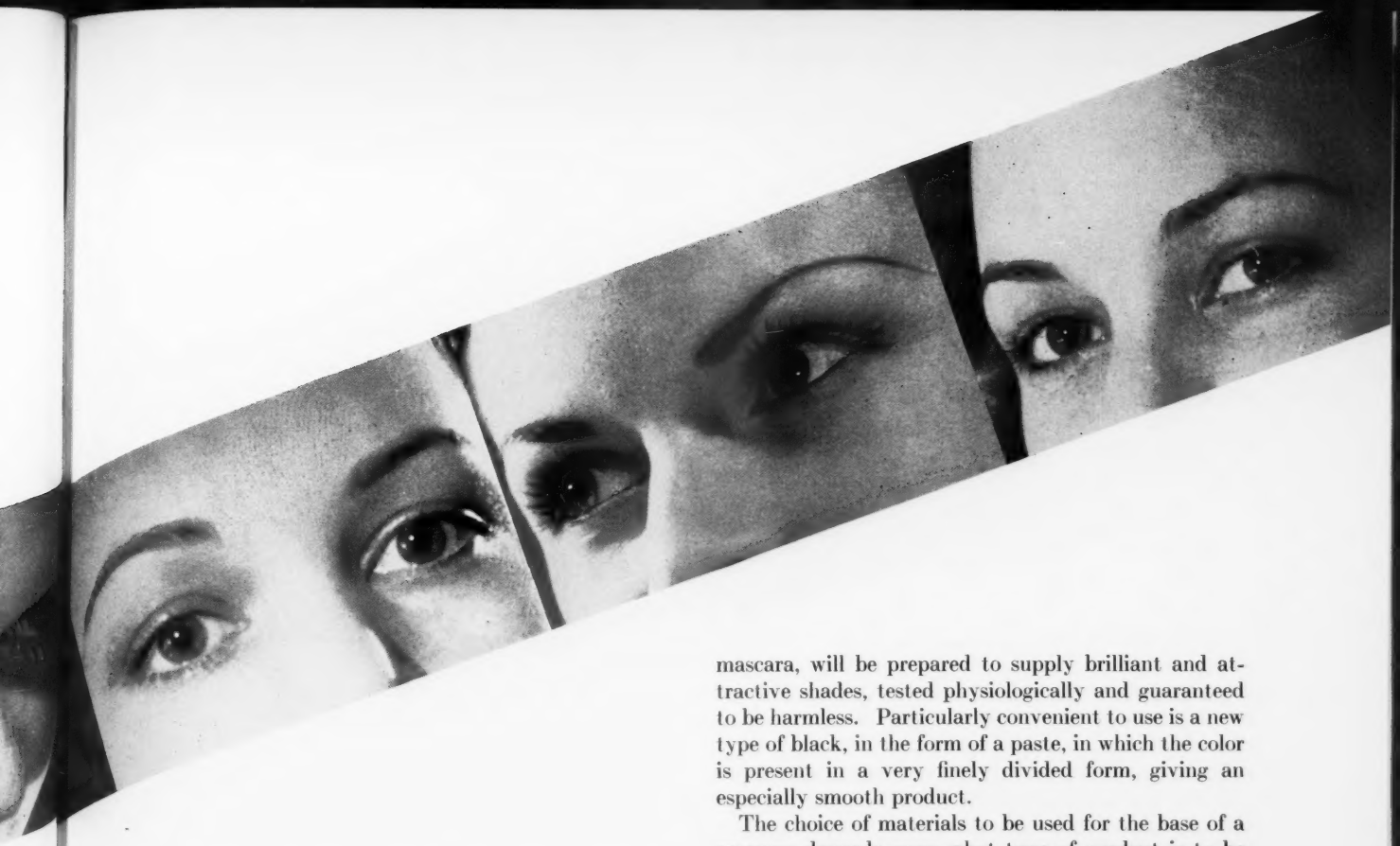
MASCARA

By MYRA G. AST

EWING GALLOWAY

IT HAS often and truly been said that of all cosmetic preparations lipstick is the one in which quality must most rigidly be maintained. No amount of clever and alluring sales copy will succeed in fooling the customer if the lipstick itself is not up to the mark. Even more true is this for mascara. The requirements of a good mascara are so strict and its virtues or failures so evident during use, that a manufacturer wishing to merchandise this item must assure himself by careful and impartial tests that his product is all that he claims before putting it on the market.

The purpose of mascara, or cosmetique, as it is often called, is to add beauty and charm to the features by darkening the eyelashes and thus increasing their apparent length, due to the fact that most people have uncolored or light colored tips to their lashes. If properly used, this results in an effect of brighter, larger, and more expressive eyes. For brunettes, the color preferred is usually black. For women with lighter complexions to whom black mascara would give too artificial an



appearance, brown is usually used. Other colors, blue, green, or purple give attractive results in bringing out the color of blue, green, or hazel eyes.

The ideal mascara must apply easily to the brush and from the brush to the eyelashes. In applying it should not bead, which means that no small lumps should cling to the lashes, but the lashes should be colored evenly and smoothly from base to end. It should not show any tendency to cause the lashes to stick together. Most important of all, from the customers point of view, it should not burn if any is accidentally dropped into the eye during application. The mascara should dry rapidly to a smooth, even film, with long lasting qualities, showing no tendency to smudge when rubbed nor to flake off. In other words, it should remain as long as the customer desires and be readily removed when she wishes to do so. It should have no harmful effect on the lashes, should not cause them to be unduly stiff, nor to break off nor fall out.

In formulating a mascara, equal care must be exercised in selecting both the color and the other constituents, which we will call the base. The color must be as intense as possible in shade and at the same time perfectly harmless. For black, there is a choice of a number of types of specially prepared lampblack, some reinforced with aniline colors. For brown, various earths, such as burnt umber, or synthetic oxides and lakes, with or without the addition of lampblack will give suitable shades. For the other colors insoluble and harmless lakes are used. Here, as in many other cases, the responsible color manufacturer, specializing in colors for mascara, will be prepared to supply brilliant and attractive shades, tested physiologically and guaranteed to be harmless. Particularly convenient to use is a new type of black, in the form of a paste, in which the color is present in a very finely divided form, giving an especially smooth product.

The choice of materials to be used for the base of a mascara depends upon what type of product is to be made. There are three main forms; liquid, cream, and cake. A liquid mascara must be a fairly permanent suspension of coloring matter, applied to the lashes by means of a brush, which serves at the same time as the closure for the bottle. A gum mucilage of medium viscosity can be used for suspending the coloring matter. Gum acacia, tragacanth, or karaya, alone or blended, give good results. Gelatin is a valuable addition as it increases the ability to cling to the lashes. An emulsion of glyceryl monostearate and water, combined with the above mentioned substances is effective. The new emulsifying agent methyl cellulose gives a good product. Any liquid mascara consisting wholly or partly of gums must of course be suitably preserved.

Cream mascaras, usually packaged in collapsible tubes, differ not very markedly from the above type. In an emulsion of glyceryl monostearate and water, stiffened to the proper consistency by the use of waxes or gums, the coloring matter can be incorporated. Another type consists simply of the pigment milled into a mixture of vegetable or mineral oil, containing enough waxes to give the proper stiffness to the cream.

The third and most popular type of mascara is the cake form. Originally this consisted chiefly of soap, milled, like a toilet soap, with beeswax, gelatin, and the pigment, pressed into cakes, and allowed to age until of the proper dryness. Although this type applied well and was permanent, it had the great disadvantage of causing intense smarting if dropped into the eyes. Newer materials now available to cosmetic manufacturers make it possible to avoid this disadvantage entirely

(*Continued on page 744*)

FOAM — BIG BUSINESS

IT LOOKS as if a large portion of the public is going in for bubbles in a big way. Bubbles that fill the bath with irridescent, perfumed, foamy bubbles; bubbles in tooth paste and shaving cream; foam and bubbles in shampoos, cleansing powders and liquids for the hands. Nor do they look like Mississippi bubbles, for from reports received from a hasty check of the industry, there is every indication that a new type of product has arrived. And the appeal to the public of this new type of product seems so evident that it is well worth while to examine with some care the technical factors involved.

Within the last year or two, many thoughtful chemists in this industry have come to appreciate the broad possibilities for new and different cosmetics that lie in the field of chemical research. In this industry we already use numerous chemical products which were developed for uses far afield from cosmetics. Perhaps no field offers greater possibilities for the cosmetic chemist than the textile field in which many new chemicals have been developed in the past few years. Since volume and consequent rewards in the textile field are so great and so tempting, some of the most extensive research by manufacturing chemical houses have been directed in that direction.

In our own laboratory work we have been in constant touch with these developments and many of our readers will recall the data and suggestions for cosmetic use of these textile chemicals made during the past six months in "The Compounder's Corner." The demand in the textile field for emulsifiers, detergents, wetting out and penetrating agents has produced a host of interesting products not as yet properly explored by the cosmetic chemist.

It is from this field that the various products which produce a profuse foam, or mass of bubbles, primarily come. And it is in that field that the cosmetic chemist can properly look for a group of new products with fascinating popular appeal—the bubble bath and kindred products.

The foaming agent can be either a powder or a liquid, the latter being a concentrated solution of a solid. The selected quantity of the materials is placed in the empty, stoppered tub, under the faucet. Water in full force, hot or cold, is projected on the product, immediately producing copious, lasting foam which eventually covers the surface of the water and seems to fill the tub. The foam is heavy, being definitely wet to the touch, and does not break easily.

Effects of the preparation are quite definite, and are not wholly psychological. In the first place, the foam itself is very soft and soothing to the skin. Furthermore, any perfume present is made far more effective, being spread over a much larger bubble surface. This spreading promotes more rapid evaporation, but in addition, perfume is pulled up from the body of water and projected upon the surface where it can be utilized. Although the preparations are not necessarily alkaline, they are of definite value in softening water. This softening action is different from that of the customary bath salts. The latter react with lime and magnesium in the water and prevent the formation of sticky, insoluble metallic soaps. Foaming agents, on the contrary, permit the formation of lime soaps but these, instead of settling on the skin or on the walls of the tub, are dispersed into finely divided particles and are distributed throughout the foam, where they are innocuous. For this same reason, the foam is of some assistance in supplementing the action of the soap as a detergent.

The best approach to the formulation of foam baths lies in a study of some of the theory back of foam and bubble formation. Since bubble formation involves great increase in surface area, and surface tension tends to decrease surface area, the first problem in forming a stable bubble is the reduction of surface tension. For this reason, any agent which can lower surface tension will permit the formation of bubbles or foam. This is merely the first stage in our problem; the bubbles must be quite stable and persistent. Since surface tension, though reduced, is still active, it will tend to break the bubble which has been formed. The walls of the bubble must be strengthened, by increase of viscosity or of rigidity. This does not necessarily mean that the vis-

IN BUBBLES

cosity of the whole solution will be increased; saponin gives solutions having viscosities little greater than water, yet the bubbles are very rigid. This phenomenon is caused by the ability of surface active materials to leave the body of the liquid and concentrate in the surface, so that the liquid of the bubble is made more viscous.

In testing substances for possible use in foam baths, two factors must be examined, namely, the readiness with which bubbles can be formed, and their persistence. Over forty substances have been tested crudely, but effectively, with both of these factors in mind, yet only four indicated any value. The powder or liquid was simply placed in a stoppered sink and the water run on it full force. Powdered soaps seemed to be valueless, giving no lather under these conditions. Many other substances, including sulfonated oils, foamed more or less vigorously, but the foam subsided very rapidly. Sodium lauryl sulfate powder and many similar wetting agents were in this category. About the most effective of the materials tried was saponin powder which gave an immediate, heavy foam with medium-sized bubbles. The foam felt wet, seemed to have body and could be broken up with only the greatest difficulty. Sodium lauryl sulfate in solution (not as a powder) made up in the laboratory and in the form of a marketed soapless, lathering shampoo, was about as effective. A well-known textile wetting agent, sold in the form of a powder, a paste or a gel was tried in each form, the gel being inactive, the powder good, and the paste excellent. In both of these instances, the gel and the sodium lauryl sulfate powder did not mix with water rapidly enough to give the desired volume of foam. The other effective material was a sulfated triethanolamine soap. This, too, was tried as a powder and as a solution, the powder being relatively inactive, the solution excellent.

We expect to continue experiments and offer the following suggestions: experiments with a mixture of wetting agents, one to give rapid foaming, the other to produce more stable bubbles, may not be especially successful. It is a general property of these surface active substances to go into the surface preferentially, that is, if one goes into the surface, the other will stay out and have no effect upon the bubble. On the other hand, an inactive material may be combined with a foaming agent to improve the properties. Powders of average fineness have the property of sticking to the surface of the bubble ,"armor-plating" it and increasing rigidity and stability. The proper degree of dispersion is important in this case, too fine and too coarse powders being inactive. Gums may possibly be useful in this connection.

Apart from the bubbling ability, finished products must primarily be marketable bath preparations. Perfume and color are therefore of importance, fluorescein being a favorite dye, pine a favorite odor. Pine and eucalyptus oils are used extensively in the flotation of minerals and may therefore be valuable not only as perfumes but also in improving the quality of the bubbles. There is no reason why other substances should not be added to the bubble producer to create more effect cosmetic action. A small amount of carbonate may assist in softening water while powders will leave a pleasant deposit on the skin. Effervescing bath powders or salts should be useful in intensifying the production of bubbles where the force of water is not sufficient.

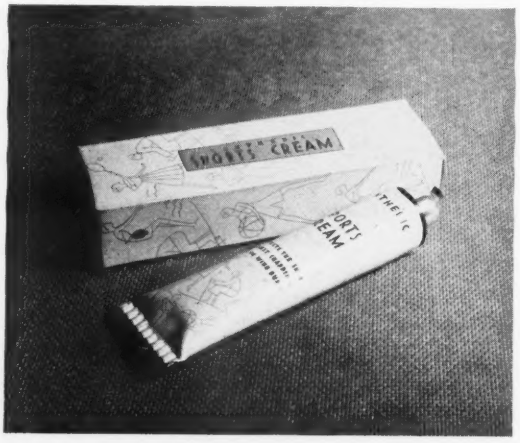
WINTER COSMETICS

No longer are a woman's winter cosmetic preferences dictated strictly by climate and a more extensive social life during the winter months. Today there is also the necessity to appeal well groomed at such outdoor activities as ice-boating, skiing, skating, tobogganing, etc., which sports are no longer limited to the very young as they were in the old days, nor only to the well-to-do. Our modern mothers and daughters like nothing better than the warmth and casualness of a ski suit, and the great outdoors, but are ever mindful that the skin must be smooth and lovely, attractive and protected as well. Red noses and blue lips are a thing of the past—a woman must appear lovely and well groomed no matter what the weather.

While the demand for winter preparations which will help outdoor enthusiasts maintain their appearance is not new, and manufacturers have been catering to it for many years in various ways, it is now apparent that what is needed are more preparations specifically made and merchandised for the purpose of good grooming during the long winter months.

The field is wide and the face needs all sorts of protection and precaution—subjected as it is to change of temperature from the freezing out-doors to the drying air in over-heated homes and offices which is bound to have a harmful effect on the skin. Lipsticks and pomades are an absolute necessity against chapped and dry lips resulting from exposure to the cold. Women whose eyes suffer during the biting winds of winter enjoy lotions which soothe the bloodshot orbs. Hands and nails must be properly taken care of and protected. The hair must also be taken care of properly because it, too, suffers from the same extremes of temperature which affect the skin.

Make-up itself is important because the light values of the winter season differ from those during the other seasons of the year. The rays of the sun reach the face at a more slanting angle for instance, than during the summer. Shorter days give many more hours of artificial light, all of which has a decided influence on make-up, because color values must be adjusted to light conditions. Bright, cold, snowy afternoons call for an entirely different make-up than when the climate is such that the face retains its normal temperature. All this lends itself perfectly to new and attractive color combinations in make-up which must be carefully planned.



Among the first of the manufacturers who are catering to this new and exciting trend in winter

toiletries is Antoine, who has met the demand with two new formulae especially designed to protect the winter sportswoman's skin and lips against the rigors of drying wind, burning sun glare and exposure in general. These two preparations are most appropriately named Ski-Cream and Ski-Lipstick. Ski-Cream is designed for protection against low temperatures, the biting winds and the burning glare of brilliant sun on the snow. The cream is light in texture and is readily absorbed by the skin, forming a powder base. In a tailored container, bearing a sports label, Antoine's Ski-Cream should prove as necessary to a sports week-end as skis or a toboggan.

Antoine's Ski-Lipstick is designed especially for the purpose of keeping lips youthfully soft during winter's

sting. This lipstick combines the virtues of pomade with flattering brilliance of tone. Although Antoine's inspiration for these two new winter items was the ski, toboggan and the skate, they will prove kindly aids to any woman who spends a great deal of her time out-of-doors.

Lentheric has also taken advantage of this definite new trend toward the protective type of cream for winter with a preparation called Sports Cream. While Sports Cream is considered an all-season skin protector and softener, it is designed to prevent or relieve chapping, protect against wind-burn and snow-burn and restore dry, rough skin to its normal softness. Sportsmen and sportswomen should be particularly interested in this preparation during the harsh, biting winter months.

A new and clever little accessory for winter sports such as skiing, skating, etc., is the Primrose House Ski Pak. It is made of rubberized suede with zipper closing, and makes a most practical gift for the college girl or sports enthusiast. Soft and light, it is designed so that it may be strapped over the belt of a ski suit or wind-

breaker. The Pak is fitted with a loose powder pouch in white pigskin, with rouge compartment, lipstick, a pomade stick for chapped lips, tube of Dry Skin Mixture Cream, a comb and snow goggles. There is also room for a package of cigarettes and a change purse, and outside of the goggles, there is nothing in the bag that is breakable.

And, while these manufacturers are concerning themselves chiefly with the skin of the face, which of course is the chief sufferer, because constantly exposed, Kathleen Mary Quinlan is introducing a Dry Skin Cream, specifically for skin on other parts of the body. This cream is planned for treatment or prevention of dry, rough, reddened or chapped skin on the hands, arms, elbows, knees, ankles and legs. Although the merchandising emphasis at present is upon this item as a winter cosmetic, it is apparent also that this is another addition to the fast-growing group of body cosmetics, about which we have had so much to say in recent months.

COSMETIC BOOKLET

COSMETIC BOOKLET. The Woman's Home Companion has published The Good Looks Manual, a 48-page illustrated booklet on the simple fundamentals of good looks and good grooming. (This is a compendium of articles written by Hazel Rawson Cades. Good Looks Editor, and published during 1936 in the Woman's Home Companion.) The booklet, in question and answer form, is designed to meet the need for compact, authoritative information on the care of the skin, hair, hands and figure and on the use of cosmetics. The price of the booklet is 25 cents. From Service Department, Woman's Home Companion, 250 Park Avenue, New York.

TESTED FORMULAS

By JOSEPH KALISH

This article, second in the "Tested Formula" series, is primarily a study of cream properties as related to variations in the proportions of beeswax, mineral oil, water, and borax. The creams made and discussed this time contain only those ingredients, other modifications to be covered later in this series.

At the start, cold creams were made according to U.S.P. XI, the German Pharmacopoeia and the Swiss Pharmacopoeia; judged as cosmetic preparations, these creams are completely unsatisfactory. The U.S.P. XI formula consists of

COLD CREAMS

Spermaceti	12.5
Beeswax	12.0
Almond oil	56.0
Borax	0.5
Water	19.0

In the original, rose water is used along with rose oil for perfuming. This cream was made up with both almond and peanut oils. In each case, the product is very dense, hard, and has a dull, unattractive surface.

The German Pharmacopoeia cold cream is made without borax according to the following recipe

Beeswax	7.0
Spermaceti	8.0
Almond oil	60.0
Water	25.0

Here again, although the cream is less hard than the official U. S. product, it is dull and unattractive in appearance and does not have the characteristics of a successful cosmetic cream.

The Swiss preparation seems to be a good idea gone wrong.

Cetyl alcohol	2.0
Lanolin	5.0
Petrolatum	43.0
Olive oil	4.0
Water	46.0

The cream is white and dense, on the sticky side. In less than three weeks, it had begun to give up water in drops large enough to be visible and the water could be poured off of the cream.

The name "cold cream" can have little meaning for cosmetic purposes. It derives from the fact that a salve made with beeswax and water gives up water when rubbed on the skin and evaporation gives rise to a cooling effect. This cooling effect is generally only incidental, in cosmetic practise, to a cleansing or to a lubricating effect; the water is nevertheless valuable in modifying the color, luster, rubbing, and other properties of the cream. Before attempting to formulate creams with definite cosmetic qualities, it is advisable to determine factors which are responsible for stability and general physical properties of creams. From this data it will then be possible to set down formulas which will very probably have desired properties.

An experimental design was adopted by which it was possible to vary beeswax, mineral oil, and water in a regular manner. One series of three tests was made in which borax only was varied. The basic cream consisted of white beeswax 20, mineral oil 40, and water 40. This, as well as all of the other creams, was made by the same procedure. Wax and mineral oil were melted together in a water bath at a temperature of about 70°C. Borax was dissolved in water at the same temperature and the aqueous solution was then added to the melted wax-oil mixture. The mixture was stirred vigorously while hot, again when it had begun to thicken, and then allowed to set without stirring. The above 20, 40, 40 mixture was made with 0.2, 0.4, and 1.0 parts of borax. With the smallest proportion of borax, the cream was dull and definitely grainy and indeterminately O/W, W/O. With the next larger proportion of borax, the cream was lustrous and smooth and definitely O/W, while with 1.0 part of borax the luster was highest, the cream being entirely free from graininess.

Now the most plausible theory of beeswax emulsification says that the free fatty acid of the beeswax combines with alkali to form a soap which then emulsifies the mixture. The ester portion of the wax acts as an essential auxiliary emulsifier to thicken and stabilize the emulsion. According to U.S.P. standards, the acid number of beeswax may vary from 18 to 24, which

COLD CREAMS

We present the second article on formulas made and shelf tested in our own laboratories.

No. 1

Beeswax	25.00
Mineral oil	25.00
Water	48.75
Borax	1.25

No. 2

Beeswax	25.00
Mineral oil	37.50
Water	36.25
Borax	1.25

No. 3

Beeswax	16.67
Mineral oil	33.33
Water	49.17
Borax	0.83

No. 4

Beeswax	14.28
Mineral oil	57.14
Water	27.87
Borax	0.71

No. 5

Beeswax	25.00
Mineral oil	50.00
Water	23.75
Borax	1.25

No. 6

Beeswax	20.00
Mineral oil	40.00
Water	39.00
Borax	1.00

No. 7

Beeswax	16.67
Mineral oil	50.00
Water	32.50
Borax	.083

No. 8

Beeswax	14.28
Mineral oil	42.84
Water	42.13
Borax	0.71

means that the free acid in one gram of beeswax will react with from 18 to 24 milligrams of potassium hydroxide. One milligram of potassium hydroxide is chemically equivalent to 3.4 milligrams of borax, so that one gram of beeswax can react with 61.1 to 81.5 milligrams of borax. Roughly, then, for complete neutralization, borax should be present to the extent of 6 to 8 per cent. of the beeswax used. With 20 grams of beeswax, 1.2 to 1.6 grams of borax are permissible. Amounts in excess of this merely serve to increase alkalinity unnecessarily. As experiments have shown too little borax forms too little soap to make a stable, fine-grained cream. Other alkalies might naturally be used in place of borax, but the liberation of boric acid by the compound used seems to be advantageous. Boric acid acts as a buffer, lessening the effect of hydrolysis.

For these reasons, the fourteen formulas in the design utilized 5 per cent. of borax calculated on the weight of the beeswax.

	A		B			C				D				
Beeswax	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Mineral oil	2	1	3	2	1	4	3	2	1	5	4	3	2	1
Water	1	2	1	2	3	1	2	3	4	1	2	3	4	5

(*Continued on page 745*)

EFFERVESCENT TABLETS

By FRANCIS CHILSON

EWING GALLOWAY

THE success of Alka Seltzer has created a vogue for effervescent medications of all kinds. If all the effervescent tablets now being worked on throughout the trade finally reach the market, a person will be able to treat nearly every affliction from headaches to heartaches with an effervescent tablet.

An effervescent base for medicines is logical for it produces immediate solution and generally is agreeable to the taste. In view of the fact that a considerable part of the medical profession is opposed to tablets and pills as such, preferring liquids in which medicaments are dissolved, on the ground that such medication is more readily available to the system, it is entirely possible that effervescent tablets will, for many forms of medicine, meet this requirement without losing the commercial advantages of the tablet form.

But the manufacture of effervescent tablets is not without its own problems and its own headaches. As a matter of fact there is a good market for efferverscent tablets within the trade itself in the treatment of the headaches suffered by those who try to make them. The ideal effervescent tablet is one which will dissolve rapidly, completely and clearly without leaving a sediment, and which besides is very easy to manufacture. It is probably safe to say that none of them meets these specifications.

Problems begin with the selection of raw materials and continue without abatement throughout the whole process to the final packaging. In no field of pharmaceutical endeavor is rigid control of materials and operating procedure more necessary. Making difficulties more difficult is the apparent ease with which a few effervescent tablets can be made. The enthusiastic beginner makes a few tablets experimentally and they look fine. Later he learns that quantity production is not so easy; the successive lots do not turn out so well. Meanwhile he discovers that the first lots are chipping, cracking, breaking down and whatnot. It is puzzling to understand why an effervescent granular mixture stands up very well, while the same mixture put into tablets raises hob. But one who has had the experience can understand the remark of an old timer who said, "I got my gray hairs making effervescent tablets." He had made them in the days when air conditioning was unheard of.

Some experimenters who have had good luck with preliminary lots are inclined, for a while, to be skeptical about the necessity for dehumidification. But there are no two ways about it, those who are most successful in making effervescent tablets make them under controlled atmospheric conditions. To maintain relative humidity throughout the plant at a maximum of 20 per cent is essential; to maintain temperature uniformly at 70° F. is desirable.

Beginning with the selection of raw materials, success depends upon knowing how successive lots vary from standard and in making adjustments for them. A chemically pure material is an ideal only. In every raw material there are minute traces of impurities, which may or may not affect the product. An anhydrous powder will contain moisture ranging from three per cent upward. So that as a first step the material variables must be determined and the materials brought to a definite standard before a lot is made. With standardized materials and controlled atmosphere, numerous variables are eliminated and we are ready to consider formulation.

The base of an effervescent tablet is made of an alkali and an acid, the commonly used ones being bicarbonate of soda, tartaric and citric acids. Tartaric acid often is mixed with the citric. The citric is usually preferred and is used in proportions in excess of the amount required to neutralize the alkali, because it imparts a pleasant, fruity flavor to the product, whereas an excess of tartaric acid is apt to be acidy and sharp.

Keeping in mind the requirements of taste, soluble saccharine, sugar and lemon oil are often added.

The proportions of acids and alkali are roughly as follows:

Sodium bicarbonate	50
Tartaric acid	20
Citric acid	25

It is well to remember in making a formula that one ounce (437½ grs.) of bicarbonate of soda, ($NaHCO_3$) will neutralize:

Citric acid ($H_3C_6H_5O_7.H_2O$)	380 grains
Tartaric acid ($H_2C_4H_4O_6$)	390 grains

To expand this base into a complete formula requires the addition of powdered sugar or soluble saccharine and lemon oil together with any medicaments that may be desired. There are three ways of incorporating the medicinal agents. One is to make a finished granulation of the base and then add the dried and granulated medicaments at the time the lubricant is mixed in. Another method is to incorporate the medicaments either with the alkali or the acid, depending upon the granulating process pursued. A third, limited to a few cases, is to dissolve the medicament in a volatile, anhydrous solvent and spray it on the finished granulation while it is being mixed and lubricated.

At the lubricating stage a most important element bobs up, namely the lubricant. No one to our knowledge has discovered the ideal lubricant. It would have to be highly effective, harmless, completely soluble and tasteless. The lack of such a lubricant forces the majority of manufacturers to adhere to single punch presses and even then the presses have to be stopped frequently to clean off the punches. Pulverized soap is a good lubricant and is readily soluble, but it has an objectionable taste. Pulverized stearic acid and various hydrogenated fats are good lubricants but they are not soluble. Soluble oils and certain of the higher fatty alcohols that are soluble in water might be tried, but some of them are ruled out on the score of taste and besides little or nothing is known of their toxicity. Here is a perfect bit of research for a physical or surface chemist.

Meanwhile, boric acid in proportions of two or three per cent is generally favored. The effectiveness of this is enhanced by using chromium plated punches and dies and by having the lower punch recessed for a felt lubricating ring. This ring is made of felt impregnated with oil or a mixture of oil and carnauba wax. The ring lubricates the die without leaving enough oil to appear in the solution when the tablet is dissolved. Whoever discovers a proper lubricant that will permit the use of high speed rotary presses will make a good bit of money.

A new lubricant, triacetine C. P., (glyceryl triacetate) is being used and is very promising, because it is not only a good lubricant and non-toxic, but is partly soluble in water. This material is a liquid and since only two per cent is required for lubrication, it cannot be mixed uniformly with dry granulations. The best way to handle it is to dissolve it in an anhydrous solvent such as absolute alcohol and spray it over the finished granulation while it is being mixed.

With reference to the size and shape of effervescent tablets, it seems to us that an insufficient amount of attention has been given this subject. It is not an impossibility to construct a die with a very slight taper, which would make ejection easier. Since it is obvious that the area presented to the punches and dies must influence the tendency of the tablet to stick, it is not an improbability that shapes might be found that would present less surface to the die. At any rate here is an interesting problem for someone to work on.

There are three ways to make an effervescent tablet. One is to use anhydrous materials, containing a fair proportion of powdered sugar, dampening the mass with eighty per cent alcohol. The dampened mass is then granulated and dried. This method is rarely used as too much loss of weight is suffered in the dryer through evolution of gas.

The second method is to granulate the acids and alkalis separately with alcohol. In this case each part of the mass should contain some of the sugar. The different granulations are then dried separately and mixed and lubricated. This method is not entirely satisfactory because there is danger of variation in dosage and besides the granules are not uniformly hard, tending to make crumbly tablets.

The third method is that of fusion. This method relies upon heat to liberate the water of crystallization present in the citric acid, such liberation causing the whole mass to become more or less pasty. Flat evaporating dishes or steam heated coating pans, the latter being more convenient, are used for this purpose. Using such equipment, the manufacturing procedure is as follows.

All the materials excepting the citric acid are thoroughly dried. The citric acid is thoroughly mixed with the dried materials (excepting the lubricant) and the batch is transferred to a steam heated revolving pan. The lot is then tumbled and heated until the citric acid loses its water of crystallization and the mass becomes pasty. The mass is then coarsely granulated, spread on trays and dried in a controlled dryer at a uniform temperature, not in excess of 110° F. The dry, coarse granulation is then ground to proper mesh and lubricated for compression. When materials like aspirin are used they can be added at the time the lubricating is done, since they are available already granulated. In this case, of course, the materials to be added should be dried beforehand in order to eliminate any possibility of adding adsorbed water to the product. Standardization of procedure and careful drying of materials that do not contain a molecule of water of crystallization is very important.

When sodium bicarbonate, sugar and other materials are in storage they pick up more or less moisture

from the atmosphere. So it is essential to dry them first, although this is not always so carefully done, in order that you may know how much water is available during the fusion process and hence how much has to be driven off in drying. Practice has shown that to give further control over the entire process, it is dedirable to make effervescent tablets in small lots. Many manufacturers do not make batches in excess of fifty pounds. This condition arose from variables in equipment. With equipment especially designed for handling effervescent mixtures, the batches can be made in any practical size.

A typical formula exhibiting the proportions sometimes used is this:

Triple Bromides

Potassium bromide	80 grams
Sodium bromide	80 "
Ammonium bromide	40 "
Sodium bicarbonate	1000 "
Citric acid	450 "
Tartaric acid	375 "
Confectioners sugar	175 "
Lemon oil terpeneless	25 cc.

The mixture above can be made by any of the above processes. It should be lubricated before compression with 3 per cent of boric acid.

Phenacetin and Aspirin

Aspirin	50 grams
Phenacetin	50 "
Sodium bicarbonate	460 "
Citric acid	415 "
Sugar	175 "
Lemon oil, terpeneless	5 cc.

This mixture is made by fusion as described above. Likewise it is lubricated with boric acid.

Finally the problem of packaging requires just as careful control as manufacturing procedure. All containers, cotton and caps should be thoroughly dried before use and the packaging must of course be carried out in dehumidified atmosphere. The selection of a seal is most important, because leakers will, upon standing long enough, permit the entry of enough atmospheric moisture to cause trouble.

From the above outline it will be appreciated that the manufacture of effervescent tablets which will function properly and stand up indefinitely, is a procedure requiring the most rigid control of detail. Such punctilious regard for detail might be obviated by the use of inhibitors, which to our knowledge have not yet been discovered, owing to the fact that not enough chemical research has been given this phase of the subject. We do know of instances in the chemical industry where inhibitors have been used in chemical mixtures for many different purposes, among them the control of reaction speeds and so on. It appears possible that in fitting conditions to the product we may have lost sight of the possibility of fitting the product to the conditions.

A Changed Market

(Continued from page 724)

very much concerned with the status of advertising under the present status of lack of regulation. Stewart Peabody, of the Borden Company recently expressed the following thought:

"Advertising men know that advertising is a constructive force, but the public knows—and *we* know—that there are things in advertising which are wrong; and it doesn't seem to me that they are being corrected. I am not talking about advertising economics, but about advertising ethics.

"Personally I believe that for every criticizing consumer who believes that advertising adds to the cost of the goods he buys, there are thousands who are offended by it, or who think it is in bad taste. And heaven help all of us when any appreciable portion of the public says, 'pooh, pooh,' to advertising.

"I think we may be approaching such a situation. I think the entire structure of advertising is in danger. . ."

An excellent expression of the reason why control either within the industry or without the industry is essential to future well-being of the industry was expressed recently by President James Henle of the Vanguard Press, publishers of everything from "Your Money's Worth" to "Facts and Frauds in Feminine Hygiene." In "Printer's Ink" last month Mr. Henle said:

"But cannot advertisers understand that it is not Messrs. Kallet and Schlink, it is not Mrs. Palmer and Dr. Greenberg . . . who are their real enemies, but that their true foes are the unscrupulous persons these books expose? Are business men really looking out for their own best interests when they rush to the defense of . . . gentlemen who, to employ the phrase of the late St. Clair McKelway, 'would be improved by extermination?' "

A further expression of Mr. Henle's views follows:

"The advertisers could have had the Copeland Bill—a painfully mild measure—a year ago. They could still have it, but they don't want it. They would rather fight all regulation, *even regulation so weak that it would inconvenience only the most culpable* . . . .

"Not mild you say? Well, wait and see the measure that actually is going to be passed some day, and you'll be persuaded that Dr. Copeland's bill was very mild indeed."

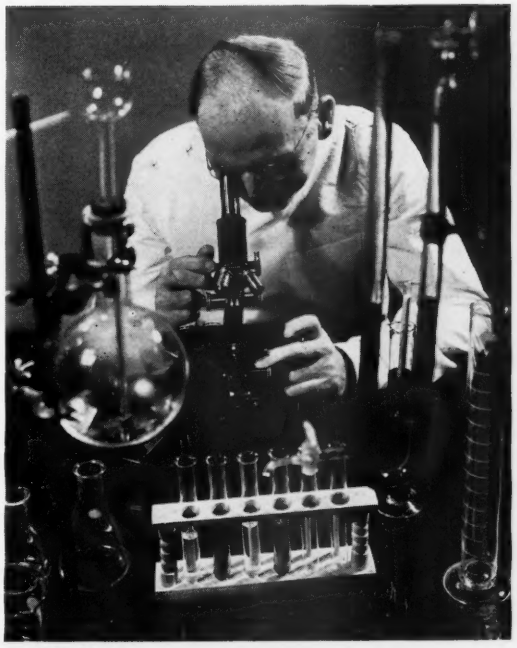
Which opinion Mr. Peabody concurs in:

"Whether it will be more stringent than the Copeland Bill which died in the hectic rush of the 1936 adjournment, no one can say. My guess is that it will be more severe—that its real behind-the-scenes sponsors sensing the feeling of the public about measures designed for its protection, are right now strengthening the bill to their purposes."

RESEARCH IN COSMETOLOGY

By A. T. FRASCATI*

IN AN article† entitled "Beeswax in Creams" published in the October issue of this magazine, the investigator reports the study of emulsification of ten different samples of beeswax in a typical cold cream formula. Its object was to correlate the melting points and acid numbers with the desirability of the beeswax as a cosmetic material. The investigator found that there was no relation between these physico-chemical properties and the emulsifying power of the wax and concludes that the "efficacy in cosmetic creams ought to be judged solely from an empirical standpoint."



EWING GALLOWAY

Those who have an interest in the progress of our industry should take exception with this conclusion as not only undesirable but unwarranted. Cosmetic chemistry has already been too long under the domination of empirical methods. The need of cosmetology is for scientific methods and not more empirical standards. The method of reasoning used in the article cited above that led to this conclusion is eloquent in explaining why cosmetics are still judged from an empirical standpoint.

The particular example of cosmetic research quoted is not being singled out for criticism because it is bad or ill-advised. To the contrary, it is commendable, well thought out and actually points the way to the solution of this problem and dozens of others that face the cosmetic manufacturer. It goes in the right direction but it merely scratches the surface, penetrates only the frontier of the problem, then stops too soon, gathers its scanty data and draws its conclusion without having taken more than a peek into the interior. These have been the methods used in the cosmetic industry in the past. In fact not as much can be said for the usual attempts made to solve cosmetic problems. Not only are they often half-hearted or cursory but moreover seldom reflect logical thought. They have been approached with an attitude of weak-willed defeatism and the result has been a floundering around ending in a resumption of the old cook book methods.

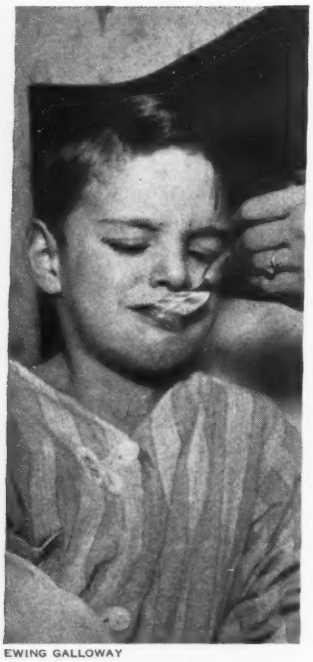
We need to apply no more than the knowledge we already possess of chemistry and physics. My plea is for more thorough, more exhaustive research to put cosmetology on a scientific plane. It is necessary to go beyond melting points, acid numbers and pouring temperatures. There may well be no relation between these characteristics of beeswax and its efficiency as an emulsifier. As the author hints, the ester value may not be of any importance either. However we cannot fail to note that the "type of Beeswax" was influential. By the "type" was probably meant the source, the kind or mixture of kinds of beeswaxes together with the method used for its purification for the market. This did control the desirability of the wax. It is obvious

(*Continued on page 744*)

*Firmenich & Co., Inc., New York.

†Beeswax in Creams, by Thorpe W. Deakers, October, 1936, page 448.

COUGH THERAPY



EWING GALLOWAY

THE cough season is perennial. Throughout the summer months, the participants are mostly children but during the winter, all ages join in. Figures are not available to illustrate the magnitude of the proprietary cough remedy market but judging from advertising carried in the lay press and on the radio, sales must run into the hundreds of thousands. This is exclusive of amounts spent for non advertised, ethical, exempt narcotic preparations. In this group are found Brown Mixture, Stokes Expectorant, Syrup Cocillana Compound, Elixir Terpin Hydrate with Codeine and other exempt ethical prescription specialties with which the laity have become familiar.

The Narcotic Division of the Treasury Department recently contacted by mail all registered dealers in exempt narcotic remedies, calling their attention to the fact that official investigations have revealed that licensees *are not complying* with the provisions of Sec. 6, Reg. 5 of the Harrison Act. The salient points of Sec. 6, Reg. 5 are; preparations which *do not* contain more than two grains of Opium or more than ¼ grain Morphine or more than ⅛ grain Heroin or more than one grain Codeine or any salt or derivative of any of these in one fluid ounce, may be sold without a prescription, "provided same is incorporated in a recognized medicinal formula." But it is also stated *that the date of sale, name and address of purchaser, name and quantity of preparation sold must be recorded at the time of the transaction and this record must be preserved for two years readily accessible to inspection by authorized officers.* It is this underlined portion of the law which is referred to in the Treasury Department notice and which in the future must be observed, inasmuch as the retail drug trade has heretofore practically ignored same.

Just how does all this interest the proprietary manufacturer? This can best be answered by quoting the following typical clerk-customer conversation as took place many times in the writer's pharmacy during the past summer. "Good morning, may I help you? Yes, I'd like a small bottle of Brown Mixture please. Very well madam, may I get you something else? No thank you. Clerk wraps package and proceeds with record book. May I have your name and address please? "Why do you ask that," is the usual response delivered in a tone a bit antagonistic. I'm sorry madam, but the law states that we must record the name and address of all purchasers of preparations which contain opium derivatives. You mean Brown Mixture contains opium etc, etc."

The average customer is shocked at this disclosure and is invariably frightened into asking for something else that is non-narcotic. Only retail drug experience could convey to the reader the tremendous quantity of exempt products sold over the counter without prescription. This discussed technicality of the Harrison Act, if enforced, would to a great extent, stop the consumption of such preparations for the simple reason that the average person is in abhorrence of anything which smacks of opium or "dope." Obviously these sales would be diverted into non-narcotic cough remedies. Such diversion would be manifested by an enormous increase in the sale of proprietary products.

All bronchial infections pass through several stages and theoretically require several different types of treatment. This is, of course, impossible from any but the physician's standpoint who is able to change his prescription from time to time. The proprietary cough remedy must be universal in its scope inasmuch as a single formula must be capable of treating the several

By L. STAMBOVSKY

stages involved in most coughs. This treatment must provide both symptomatic and curative relief. Last but not least the formula should possess a minimum of potential secondary reactions, i. e. toxicity and gastro-intestinal derangement in both normal and excess dosage.

The act of coughing is a coordinated reflex involving the respiratory center and resulting in a sudden, violent, expulsion of air for the removal of irritant and foreign substances or mucous from the respiratory tract. Coughing and ciliary action are Nature's method by which drainage of the bronchial tree is maintained. In bronchitis, such drainage is necessary for the removal of combative secretions and end products of the infection. Coughing like other reflexes tends to persist or continue resulting in a damaging cycle for by this violent expulsion of air, bronchial tissue is further irritated, stimulating still further coughing. If this cycle is not retarded, general body exhaustion follows from the excess and severe use of the respiratory muscles which obviously hinders recovery. Therefore the first requisite for a comprehensive formula is the inclusion of an agent which will stop spasmodic and violent coughing. The cough must not be entirely checked for it is necessary to maintain drainage as previously mentioned. This constitutes the symptomatic phase. The curative phase consists of the exertion of an expectorant and healing effect.

The most useful drugs available and amenable for proprietary use are as follows:

Antispasmodics and sedatives; Syrup of Thyme, Sodium mono benzyl succinate, Ephedrine, Chloroform.

Expectorants and/or healing agents; Ipecac, Sodium citrate, Potassium Guaiacol Sulphonate, Tartar Emetic.

There are many other drugs useful in cough therapy but those above are least likely to be followed by secondary reactions yet offering a maximum of therapeutic effect. The following formulae have been found to be efficient.

Potassium Guaiacol Sulphonate....gr. 16
Sod. mon-benzyl succinate.....gr. 20
Tartar Emetic...gr. 1/15
Syrup of thyme..qs. oz. 1

The first compound is a stimulant expectorant, indirectly bringing about repair of bronchial tissue by the stimulation of protective mucous. It is claimed in some quarters that this compound is excreted throughout the respiratory tract, thereby being beneficial by virtue of the antisepsis exerted. The second drug more commonly known as Benzycin is a virtually non-toxic antispasmodic. While not depressing the cough center as do the opiates it does reduce paroxysmal coughing. The benzyl compounds were introduced sometime ago by Dr. David I. Macht on the basis that the antispasmodic action of papaverine was due to its benzyl group content. Tartar emetic is a valuable expectorant requiring but very small dosage. Even the vehicle of this formula is therapeutically active. Thyme is an excellent antispasmodic. It is the basis of one of the most popular cough remedies. A concentrate of thyme marketed under a trade name only through the physician is almost a symptomatic specific in whooping cough. Syrup of thyme may be easily prepared by mixing 300 cc. of Fluid extract of thyme and 700 cc. of USP simple syrup.

EWING GALLOWAY

Sodium citrate.....gr. 40
Pot. guaiacol sulph.....gr. 16
Benzycin.....gr. 20
Syrup of thyme.....qs. oz. 1

(*Continued on page 771*)

Research in Cosmetology

(*Continued from page 741*)

then that these beeswaxes were different. Why was not the actual difference explored? What constituted a "type" and differentiated it from another? The waxes should have been broken down, analyzed for other properties, determined for every conceivable variation until other constants were found that did correlate with their efficiency in cream. Had the research gone far enough the proper index of the wax which measured its desirability would surely been found. We would then have had a chemical standard to rely upon for our choice of beeswax instead of one more "empirical standpoint."

The whole subject well illustrates what sort of research has been going on in the cosmetic industry. That any research, such as this example, is being done at all is a very encouraging sign. Other investigators will not be so easily satisfied to evaluate beeswax by the time-honored empirical methods. They will go beyond the obvious and look for the unexpected. They will penetrate below the surface of elementary reasoning and search out Nature's secrets. When the scientist approaches Nature and poses a superficial question she invariably delights in giving a blunt "No." But that should be only our starting point. We must go deeper, exercise all our ingenuity to fathom her out. After we have gone through a most complicated reasoning, used the most devious methods and found the solution we generally find a simple explanation. Nature always has a simple way of doing things but it is never simply found out.

Beeswax is but one of the cosmetic materials requiring thorough study. Practically all others are in the same status. The ozokerite, the mineral oils, the petrolatum, the paraffin and even the distilled water we use can be profitably studied by the wide-awake chemist. The carnauba wax, the cocoa butter, the lanolin, the castor oil, the bromo-acids used in lipsticks can well be investigated. Some astonishing revelations are waiting for the alert and persistent investigator. Talc, kaolin, chalk, stearates and oxides and ochres and all materials employed in powders have peculiar characteristics that the cosmetic chemist must understand if he wishes to be considered competent. But let me advise him to go beyond melting points, ester values, gravities, refractive indices and all the obvious tests of elementary chemistry. The melting point alone of ozokerite is no criterion, nor the gravity and viscosity of the oil nor the bromine content of bromo-acids. These are only the simple things that suggest themselves to superficial thinkers. Nature does not yield herself to half-hearted efforts nor to half-baked thought. Let us have research, more thorough research in cosmetics and support those men and women who are capable and willing to undertake it.

Mascara

(*Continued from page 731*)

and at the same time simplify immensely the manufacturing process.

One of these materials is glyceryl monostearate. A mascara made only of glyceryl monostearate and pigment is unsuitable because no coloring will adhere to the moist brush when it is rubbed on the cake. To avoid this disadvantage, the surface tension of the material must be lowered. Better than soap for this purpose is one of the newer wetting agents.

Very good results in a cake mascara are obtained by the use of soaps of triethanolamine. Such soaps being much more nearly neutral in solution than the ordinary sodium or potassium soaps minimize to the vanishing point the tendency to smart the eyes. For this purpose triethanolamine can be combined with stearic acid, or other fatty acids such as oleic or ricinoleic can be used, combined in various proportions. About 50% of the base should consist of triethanolamine soaps, the rest of petrolatum and waxes. For this purpose, beeswax, ozokerite, carnauba wax, paraffin, or spermaceti can be used, experiment showing what proportions give the best results. Some of the newer organic bases now being recommended instead of triethanolamine ought to be worth trying as well.

The method of manufacture for the above type of mascara is simple. The pigment is milled with the softer consitutents of the formula, the waxes added, everything melted until homogeneous, and moulded in suitable moulds. A moulded mascara gives interesting possibilities for a form of mascara more convenient to use than the usual liquid, cream, or cake.

Camphor

(*Continued from page 721*)

principles; no small part of their success has lain in their ability to dispose of their by-products profitably.

In 1935 the Award for Chemical Engineering Achievement for the year was presented to the Organic Chemicals Department of duPont de Nemours at the 15th National Exposition of Chemical Industries for "meritorious achievement in successful large-scale production of synthetic rubber, of synthetic camphor and a variety of other . . ."

All synthetic camphor consumed in this country and not supplied by domestic production comes from Germany, whose largest producer is Schering-Kahlbaum, a subsidiary of Kokswerke und Chemische Fabriken, A. G., of Berlin. Most of the German camphor is made from American turpentine on account of its large percentage of pinene, the basic element of synthetic camphor.

Other foreign countries now in the field are Italy with a capacity of 3,500,000 pounds annually, which started production with American turpentine in 1925 and produced 1,300,000 pounds in 1932; France produced 1,102,500 pounds in that year and has a capacity of

slightly more; Switzerland produced 650,000 pounds in 1932; Spain is believed to be manufacturing small amounts; and the Soviet has an annual capacity of 880,000 pounds. (No later figures are available as yet).

German production fell from 13,000 pounds in 1929 (capacity figure) to 9,000,000 in 1932 and to 6,000,000 in 1933. Imports to this country rose in 1935 over 1934, probably due to falling prices and better business conditions, and are again rising this year over 1935.

Imports of natural crude camphor to this country have also risen during 1936 over 1935 while imports of natural refined camphor have dropped during the same period. This is explained by the fact that duPont is importing large quantities of crude camphor for refining and sale here.

* * *

Chemically and physically the same as natural camphor, although optically inactive, synthetic camphor still has the great barrier of prejudice against any artificial product, to overcome. Furthermore, experiments to discover non-combustible substances for films, the increasing use of synthetic resins and the trend to plastics not requiring camphor such as cellulose acetates, are all threatening its future.

But its success should act as a powerful lever on the price of the natural product; and any sudden cessation of supply of the Japanese camphor need not be feared. Synthetic camphor has proven its merit.

Tested Formulas

(Continued from page 737)

Certain arbitrary eliminations were made to keep the beeswax content below 25 per cent., but it will be seen in the above tabulation that mineral oil, water, and beeswax comprise different proportions of the total in a regular manner that permits quite definite conclusions to be drawn. These proportionate figures are reduced to percentages in the final, approved formulas.

In group A of the above tabulations, although the proportion of beeswax may be too high, for economic reasons, both creams are very good. The first one contains 25 grams of beeswax, 50 grams of mineral oil, 25 grams of water, and 1.25 grams of borax. This is definitely the more dense of the two creams and has a slightly lower degree of luster. The second cream, with 25 beeswax, 25 mineral oil, 50 water, and 1.25 borax is the least bit softer than the previous one and a little whiter. A third cream, not included in the above tabulation, was made from beeswax 25, mineral oil 37.5, water 37.5, and borax 1.25 (corresponding to 2, 3, 3) and was intermediate in its properties. All of these have a very fine grain and would make satisfactory cosmetic creams.

Trends begin to appear in the B group of experiments, the cream definitely getting softer as the water proportion increases, the luster decreasing as the oil increases, and the first member, 1, 3, 1, shows signs of being of the W/O type (not definitely). The intermediate product of the three made, beeswax 20, mineral oil 40, water 40, beeswax 1.0, is very good and is included in the tested formulas. It is a soft, brilliant white, fine-grained cream. The product containing 60 water is too soft, the one with 60 oil is too dull.

As in the previous group, the extreme members of the C group are least satisfactory. The cream made from 16.67 beeswax, 66.67 mineral oil, 16.67 water, and 0.83 borax leaks oil; it is also of the W/O type. The product containing 66.67 parts of water is soft enough to flow, although it has a high luster and no appearance of grain. The two creams, one containing 50 parts of water, the other 50 parts of oil, are identical, and very fine, in appearance. The cream containing the larger proportion of oil is a little harder.

In the final group D, the cream with most oil, 71.43 parts, leaks oil. With 71.43 parts of water, the cream is a thick liquid. Another test batch, containing 57.14 parts of water was also too soft to be satisfactory. The remaining creams in the group, listed among the formulas finally selected, are soft and free from grain, the one with the higher oil content being somewhat more solid.

Of the eight formulas finally selected as being entirely suitable for cosmetic purposes, the two containing 16.67 per cent. of beeswax seem to have the edge in luster, texture and consistency.

In making a cream solely from beeswax, mineral oil, water, and borax, the following general factors should be considered.

Borax should not be less than 5 per cent. of the beeswax used; not more than 8 per cent., depending upon the acid number of the beeswax, is advisable.

As the proportion of beeswax increases, the cream becomes harder. This could have been assumed, but the experimental design gave the information without extra effort. Below 15 per cent. of beeswax (no other hardener being used) creams are liable to be too soft.

Mineral oil, in relationship to water, has a stiffening rather than a softening effect upon the cream as the proportion is increased. Above 60 per cent. of mineral oil, the cream shows signs of instability.

Increase of water softens the cream until the product becomes definitely liquid. When water is too low, the cream may be of the W/O type rather than the customary O/W. Increasing amounts of water seem to lead to finer grained and more lustrous creams. A good balance seems to be reached when water and oil are present in approximately equal amounts but good products result when the water-oil ratio varies from 1:2 to 2:1.

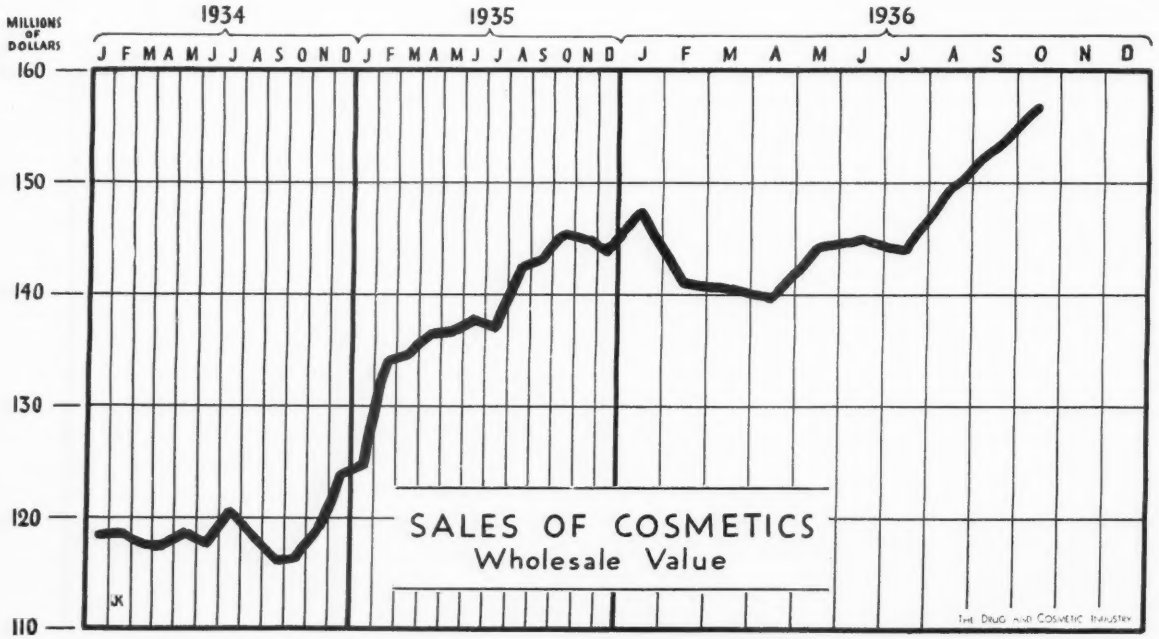
In future articles the effect of additions of other substances will be studied with regard to their effect upon the physical properties of the cream.

MERCHANDISING NEWS

THE TREND IN COSMETICS. Judging from the grand rush everybody was in this month, the 1936 holiday season should prove a banner one, according to TOILET REQUISITES. Thoughts of new items and packages seemed to be shelved temporarily in an effort to take care of holiday orders. While this must be done, of course, it seems certain that just as soon as the Christmas season is past, shelves will be pretty bare and buyers will doubtless be in the market immediately thereafter for new merchandise. Some of our manufacturers are anticipating this with new things, and there are promises for many more in January.

Probably the most logical addition to a line at this time of the year are protective preparations for the harsh winter months. Those of Lentheric and Antoine are among the first to be announced. Lentheric is presenting a "Sports" cream and Antoine a "Ski-Cream" and "Ski-Lipstick." Primrose House is also presenting a "Ski-Kit" and other manufacturers are placing an out-of-door emphasis upon products already in the line. This, of course, is a blossoming of a development which was predicted in these pages last year and which is a natural outgrowth of the ski-train beauty parlors of last season and the tremendous way in which skiing has been adopted by the general public.

Coronation influences will probably reach a peak with the beginning of the New Year. Present indications are that purple will lead the procession of coronation colors. This will bring mauve, lavender and other variations of purple into the foreground for make-up, nail polishes and powders. Silver may be the leading preference for eye shades in the higher-priced merchandise and the bluish tints of brown for mascaras and eye lash-and-brow colors gen-



Continuing the recent impressive rise, wholesale sales of toilet preparations reached the value of $156,787,000 for the twelve month period ended October 1936. This represents an increase of 2.3 per cent over the $153,249,000 for the year ended September 1936 and an increase of 7.7 per cent over the $145,588,000 for the corresponding period ending October 1935.

erally. With the arrival of Spring, red and blue will gain ground in dress materials and a demand for the more yellowish shades of red is expected especially for day make-up. For evening make-up the out shades of green and blue are expected to find attention during late Spring and Summer.

The strong exotic under-current that has been noticeable in perfume preferences since the beginning of Fall is likely to grow during the winter and will reach its culminating point in Spring. This is a distinct coronation influence and is closely connected with the Southern European dress fashions, which are now sweeping the market as the result of King Edward's recent trip to the Balkans. Luxuriousness is the keynote of the perfume demand not only in the high priced lines but in the lower priced ones as well. Chain stores look for small packages of good standard brands of perfumes to sell up to 50 cts. The small units are becoming very fashionable and are a feature in the chain store demand.

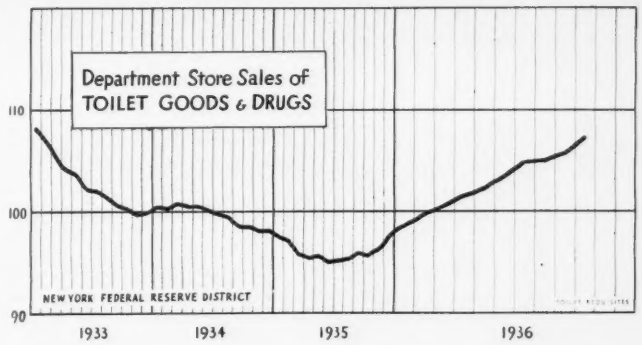
A comparatively new development in cosmetic selling which, however, may have far reaching effects upon sales volume is the emphasis given by some large retailers to the dual uses of different cosmetic preparations as lipsticks, for instance, to color the lips and keep them smooth, hair rinses for tinting the hair and to give it body, and others. Underlining these dual features has been found to supply an additional sales argument for the products in question and leads to a demand from customers who would not have bought the article but for its supplementary usefulness. Retailers feel that a reconsideration of the labels of many products, with a view of introducing secondary use features, might materially increase their sales.

CONSUMER SURVEY. Before introducing its new tooth paste on a national scale, Proctor & Gamble is reported to be conducting a widespread survey of consumer tooth paste preferences.

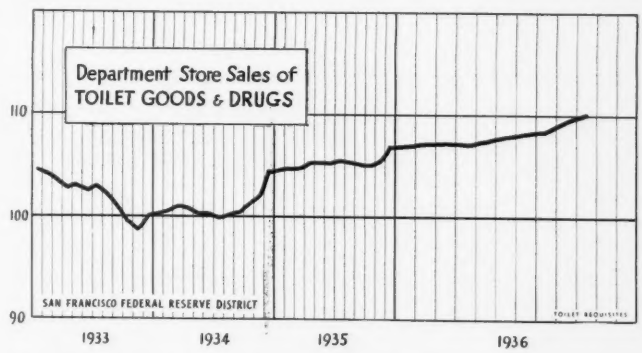
Corps of girls are distributing two samples to housewives in plain tubes, marked only with identifying letters. Those receiving the samples are asked to try both and in subsequent calls are requested to give their opinion of the two samples as to cleaning qualities, effect on the gums, color, taste and other dentifrice fundamentals.

LIMITED EDITIONS OF PERFUMES. Maison Jeurelle has made a unique presentation in the perfume field with its "Limited Edition" of perfume. The edition is limited to 1000 women and each purchase is registered by number by which the woman customer may reorder her own recorded blend.

The packaging is as unique as the presentation. The perfumes are contained in copper-lined canteens which, for centuries, have been used to ship attar-of-roses from Bulgaria. Impervious to light, spill-proof, wax sealed and wrapped in fine wool flannel, these canteens are distinctive perfume containers.



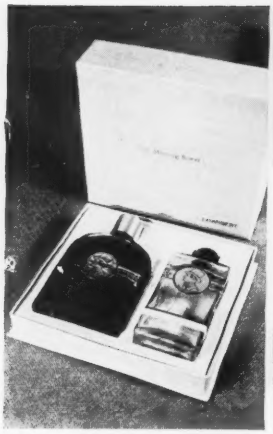
Department store sales of toilet articles and drug sundries in the New York Federal Reserve District were 19.5 per cent. greater in October 1936 than in the same month of the previous year. The index number for October 1936 was 107.3, compared with 105.8 in September 1936 and 95.7 for October 1935.

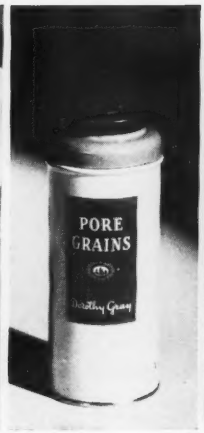


Sales of toilet articles and drug sundries by department stores in the San Francisco Federal Reserve District were 9.2 per cent. greater in October 1936 than in the same month of the previous year. The adjusted index of sales registered 110.1 for October 1936 compared with 109.4 in the previous month and 105.0 for the same month of last year. Averaging to give the 9.2 per cent. increase for the whole district, sales increased by 10.6 per cent. in Los Angeles, increased by 7.5 per cent. in San Francisco, and by 7.6 per cent. in the Pacific Northwest.

CUTEX
POLISH
Burgundy
CUTEX
POLISH

ARLY
Candytuft
ARLY
Rose
ARLY
Jasmine
ARLY
Carnation
ARLY
Lilac




PORE
GRAINS

Revlon
Revlon
ASCOT

CUTEX

Burgundy is the latest addition to the Cutex smoky shades. It is a purple-wine shade that is suitable for afternoon or evening wear.

ARLY

Five fragrances of Arly (V. Vivaudou, Inc.) floral perfumes have just made their appearance on the market.

ELIZABETH FLYNN

Elizabeth Flynn presents a new lotion which may be used as a powder base and hand lotion.

DAGGETT & RAMSDELL

Daggett & Ramsdell's salon kit in navy blue leather contains a complete array of creams and make-up preparations.

MADAME BERTHE

Madame Berthe presents in one unit, a chin strap, throat cream and astringent pads.

PARFUMERIE DE RAYMOND

Eau de Cologne in the Mimzy odor is being introduced by Parfumerie de Raymond, in a large, handsomely cut bottle.

ELMO

Elmo's beauty kit, with a drop front and mirror in the top, contains Ra-lo Lotion, skin freshener, rouge, lipstick, powder and two creams.

HARRIET HUBBARD AYER

Harriet Hubbard Ayer Sachet sets are cream colored satin squares tied with ribbon, packed in cream and gold box. Three or four to a box in any of the following odors: Darling, Iris, Princess Mary, Blossoms.

ELENE OF VIENNA

Elene of Vienna's Vienna Woods gift set contains Pine Bath and Pine Spirits, with an atomizer, in a soft green box with a Christmas tree label.

PAGE-BELVEDERE LTD.

Page-Belvedere Ltd. has introduced a new product called "Hands." This is a preparation for keeping the hands velvety, clean and immaculate.

CLARK-MILLNER CO.

The Clark-Millner Co., offers "Hide-It," a cream that is used to conceal temporary or permanent skin blemishes such as pimples, freckles, scars, etc.

PARFUMS CHARBERT

Charbert's "Morning Bracer" package contains the familiar Charbert flask of After-Shaving lotion and an additional refill bottle.

DOROTHY GRAY

Dorothy Gray's Pore Grains is fundamentally a cleansing preparation, possessing also certain corrective qualities for a skin subject to oiliness, coarse pores, etc.

COMPAGNIE HENNO

Compagnie Henno introduces Aqua Dominicana, in a miniature champagne bottle. Plain for men and scented Orchide for women.

REVLON

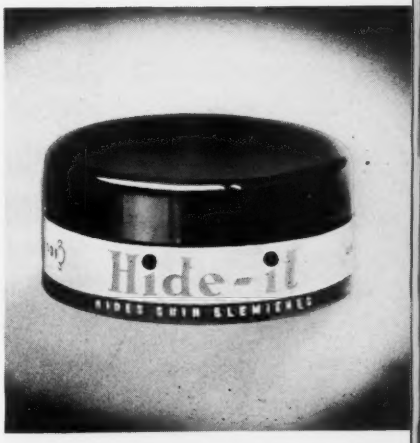
Revlon has announced another nail polish shade, Ascot—a rich, glowing red with just enough purple to harmonize with wine reds, blues, etc.

TOURNEUR

Tourneur offers two new products, a Masque which is a preparation that serves as a quick pick-me-up, and a Throat Cream to ward off creepiness of the throat.

DELETTREZ

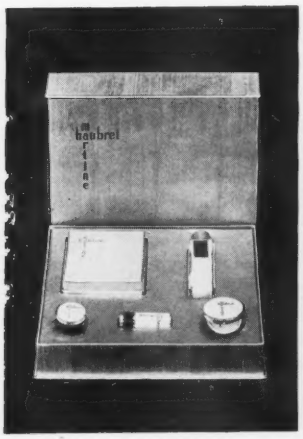
Delettrez' contribution to real pleasure in the tub is a group of five bath accessories—buttermilk skinfood bath soap and toilet soap, a dusting powder, a parfum cologne, and an effervescent powder for the bath.



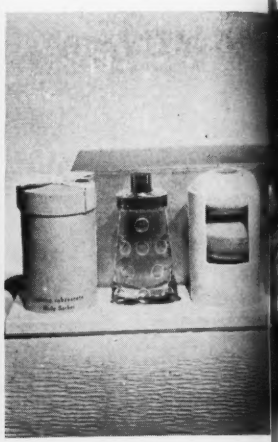
Tussy
Eau
de
Cologne

J. Hudnut

for
Super-sensitive Dry Skin

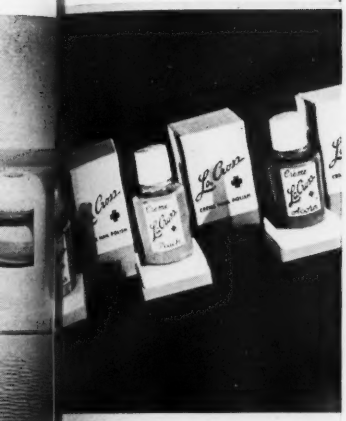

Maubrel
Crème

DUER-KISS



Bubble Bath

Eau de
Toilette
GRENOVILLE
PARIS



TUSSY

Tussy's Rouge et Noir odor may now also be had in Tussy's Eau de Cologne. The gold capped bottle is packaged in a white box with gold trim.

PETALSKIN TOILETRIES

Petalskin Toiletries has added a face powder to the Petalskin line, packaged in an orchid box with silver trim. Four shades.

KATHLEEN M. QUINLAN

Kathleen Mary Quinlan presents two new interesting items, Dry Skin Cream, and a "Freshen-Up" kit for the super-sensitive dry skin. The Dry Skin Cream is a preparation for conditioning and beautifying the skin on hands, arms, elbows, knees, ankles and legs. The Freshen-Up Kit for super-senstitve dry skin also includes the Dry Skin Cream.

RICHARD HUDNUT

Richard Hudnut's new Du-Barry eye cream when smoothed around the eyes helps to keep the tender skin smooth and unlined.

SHULTON

Shulton offers bath salts in a new form. Ten brilliantly colored sticks are filled with salts of a spicy bouqueted fragrance.

MARTINE HAUBRET

An Introductory Set by Martine Haubret makes its appearance on the market to introduce the complete make-up line.

KERKOFF

Parfum Djer Kiss Moderne is the newest innovation by Kerkoff of Paris. The smart new flacon comes in three sizes, petite, medium and large. The line includes face powder and Cologne Moderne.

HELENA RUBINSTEIN

Helena Rubinstein's bath set for Christmas consists of Enchante body sachet, eau de Cologne and two cakes of Savon d'Herbes.

LA CROSS

La Cross offers three warm, soft-hued nail polish shades: Peach, Blush and Acorn.

YARDLEY

The smart, graceful but modern lines of women's fashions are beautifully reflected in the new crystal-stoppered bottle Yardley now has for English Lavender. This crisp looking, modern style bottle is available in three sizes.

B. & L. LABORATORIES

B. & L. Laboratories offers a new bubble bath—Usa-Foam Million Bubble Bath. When the contents of one paper bag are placed near a closed drain plug and the hot and cold water is opened full pressure, Usa-Foam Millon Bubble Bath dissolves immediately, producing a fragrant, soft, soapless blanket of bubbles.

GRENOVILLE

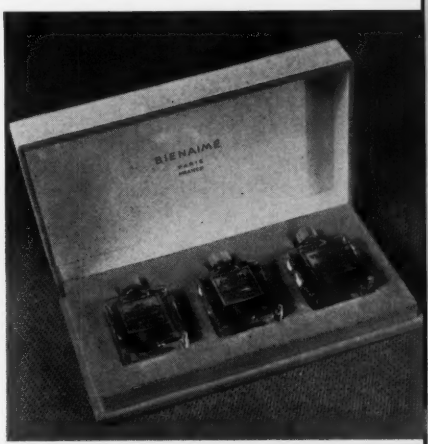
An eau de toilette is presented by Grenoville in the lovely Byzance and Eau de Cologne odors. The graceful lines of the bottle and the unusual stopper add to its attractiveness.

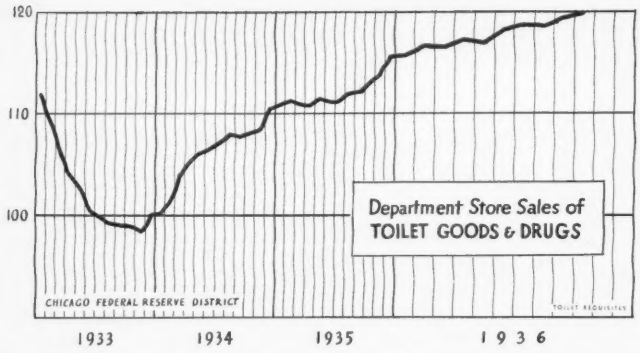
ELIZABETH ARDEN

Elizabeth Arden's Christmas box contains Blue Grass bath salts, toilet water, dusting powder and soap.

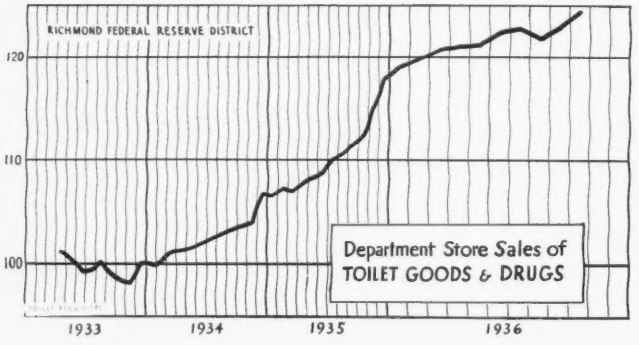
BIENAIME

Bienaime offers La Vie En Fleurs, Eveil, and Parfum Vermeil, in small sizes, in an attractive package. This makes a gift box which enables the purchaser to try all three odors.





Sales of toilet goods and drugs by department stores in the Chicago Federal Reserve District were 5.2 per cent. greater in October 1936 than in the same month of the preceding year. The corresponding adjusted index numbers were 120.0 for October and 119.6 for September 1936 and 112.9 for October 1935.



Sales of toilet articles and preparations by department stores in the Richmond Federal Reserve District in October 1936 were 16.1 per cent. greater than in the same month of the previous year. Baltimore sales were 16.6 per cent. greater than in the previous year while Washington sales exceeded those in October 1935 by 15.6 per cent. The corresponding index numbers for the whole district were 124.4 for October 1936, 122.9 for September 1936, and 112.6 for October 1935.

BODY COSMETICS. New bubble baths and foam baths are now springing up on every side in practically every price range, but the great mass of body cosmetics, which we still think will follow has not as yet put in its appearance.

According to TOILET REQUISITES, reports from both retailers and manufacturers indicate that there is a very definite trend to and a very large market for body cosmetics. As a result, many progressive retailers are laying plans for experimenting more widely with products in this group and are investigating their promotion and merchandising possibilities.

As is natural with a development of this sort, opinions vary widely as to the proper methods for promoting the sale of these products. One factor which, temporarily, at least, adds to the diversity of opinion is the fact that comparatively few products are as yet available in this class. Obviously, everything which was previously included in the bath preparation group belongs in this newer and more all-inclusive group of body cosmetics. Soaps, brushes, bath crystals and salts, bath oils, bath powders and bath sachets are some of the products which would form the nucleus for any present group of body cosmetics.

But body creams and oils and lotions have appeared and will continue to appear, if the signs of this trend to body cosmetics are being properly interpreted. And several progressive and successful toilet goods buyers believe that make-up for the body is not outside the realm of possibility. Body powders in various shades are already being featured in some stores. If you consider for a few moments some of the backs and arms and shoulders which you have seen in evening dress in the winter and in bathing suits in the summer, it becomes apparent that there is a need for body cosmetics and a ready market waiting for more new products of this type backed by sound merchandising methods.

It is the opinion of many buyers that this natural tie-up with fashion is one of the strongest allies of body cosmetics. They feel that most women are looking for ways and means of improving the appearance and grooming of the body as well as of the face, particularly when they are conscious or become conscious of their appearance in evening clothes, as an example. And, in the summer, of course, an even greater area of the body skin is exposed by even a greater number of women, in summer frocks, lounging pajamas and bathing suits.

WANTED—A GOING DRUG COMPANY. A large manufacturer not now identified with the drug field would like to acquire a company manufacturing and marketing pharmaceuticals. These people are desirous of diversifying their line and expanding it. At present their products are industrial in nature and it would be important therefore, that any new business should have a personnel and organization capable of taking care of sales. The size of the company is not so important as the fact that it might be capable of development into a business of sizable proportions with the proper effort and financing behind it. If you have an established line of good products with a complete organization, and you are interested, let us know and we shall be glad to pass the word along.

NEW LIPSTICK PRINCIPLE. Something new in a lipstick has been devised by Gerard J. Danco, of Morristown, N. J., who claims that the bared end of lipstick, itself, results in uneven spreading and excess spreading and, generally speaking, makes for a poor applicator. In his device, the lipstick material is transferred from a lipstick to a combined applicator and spreader element from which it is transferred to the lips. This element is in the form of an endless band or tape of fabric. It's really simpler than it sounds, at first, and the gadget is about the same size and shape as most lipstick containers. The patent number is 2,057,-085 and the inventor will be glad to give you further information if you are interested.

SMART • COLORFUL • MODERN It pays to Pack in Blue
DR. JAMES
100
TABLETS
COLD tabs
TONIC
R&S
TABS
Hales
CAPSULES
HAIR OIL
I-LO
Dr. Jones's
OINTMENT
Blue
MARYLAND
BOTTLES

I'M QUALITY, ALL RIGHT--BUT NEVER REALIZED IT SO VIVIDLY AS SINCE THEY DRESSED ME IN BLUE. NOW I'M MORE POPULAR THAN EVER. MY NEW BEAUTY IS AN ASSET!
WIPE SOME OF THIS DUST OFF ME, WILL YOU? THANKS. I WISH SOME KIND CUSTOMER WOULD TAKE PITY ON ME AND CARRY ME HOME. HO-HUM!

Pack your Product in Blue

BLUE gives distinctive appearance and better display . . . **BLUE** makes your product smarter—more modern . . . **BLUE** advertises your product in the home—helps to insure repeat sales . . . **BLUE** makes your product look as good as you know it to be.

WRITE FOR SAMPLES: Please tell us the nature of your product and the sizes in which it is packed. Maryland Glass Corporation, Baltimore, Maryland. New York Representative: 270 Broadway, New York City. Pacific Coast Representative: Owens-Illinois Pacific Coast Company, San Francisco, Cal.

MARYLAND **Blue** BOTTLES

MARYLAND GREEN TINT AND FLINT BOTTLES ARE OF THE SAME HIGH QUALITY AS MARYLAND BLUE

PACKAGING NOTES

CHRISTMAS PACKAGE. Last year we commented upon the packages of some of the cigar companies, who made colorful Christmas packages and corresponding extra sales through the medium of wrapping the regular box with printed transparent cellulose—the said printing being of course, of holly, Santa Claus, reindeer, etc., in the Christmas colors. In our comment, at that time, we emphasized the fact that this was one way to get very effective Christmas packages at small expense and with minimum disturbance of production methods.

At least one of the cosmetic companies saw it as we did and this year Pacquin makes use of this type of wrapping for its hand cream. The black-and-white reproduction here does not do it justice. Buy a package and look it over. It is simple, charming, colorful and in excellent taste, and should make many new friends for the company and for its products.

PONTALITE. Du Pont is now offering a new candidate in the plastics field. In a booklet just issued it is explained that "Pontalite" is a polymerized derivative of methacrylic acid, and may be obtained as a cast resin in the form of sheets, rods and tubes, and as a thermo-plastic moulding powder. In both forms it will be available in March, 1937 as a crystal clear product and in a wide variety of brilliant transparent, translucent and opaque colors.

This booklet describes the physical and chemical properties that apply in general to the cast product and the moulding powder, which have not been plasticized.

It is stated that "Pontalite" moulding powder will be offered with various percentages of plasticizer, which, in effect, will somewhat alter the mechanical and thermal properties to the extent of reducing hardness and increasing thermo-plasticity.

The subjects discussed in the booklet include this plastic's physical, thermal, optical, electrical, chemical and working properties. There also are sections on compression moulding and injection moulding. Copies are available upon request.

BULB VAPORIZER. Levering Laboratories, of St. Louis, is marketing portable pocket vaporizer and vapor to provide warm medicated vapor for the relief of head colds, sinus, catarrh, hay fever and other irritations of the nose and throat. This form of treatment, until now, has required rather complicated home or clinical equipment. Consisting of a specially-designed metal case shaped like a fountain pen and containing two batteries, this new pocket electric vaporizer works on the same principle as a pocket flashlight. The main difference, however, is that in the bulb end is inserted a patented bulb with a special filament. The bulb has two depressed openings—one on top and one on the side. Levering's vapor liquid is dropped in the side opening and is converted into vapor by pressure on the electric switch button. The vapor is then inhaled through the end opening in the bulb when it is held close to the nostrils. A special dropper comes with the outfit for filling the bulb with the liquid.

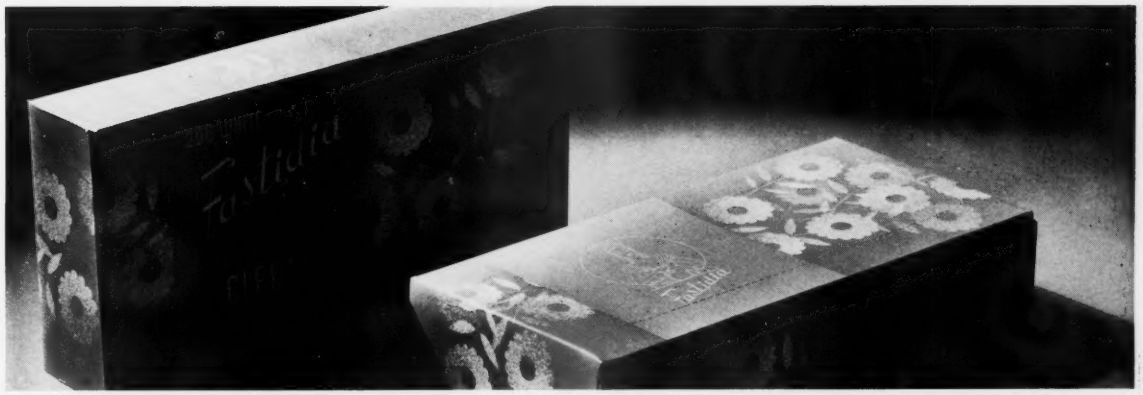
closures that SELL.. as well as Protect!

THE Armstrong's Embossed-Top Corks, which seal these Magnus, Mabee, and Reynard Packages, do a powerful selling job at the point of sale. Embossed with your name or trademark, these efficient corks help your package arouse consumer interest and provide instant identification for your product. And when in use in the home, these corks keep right on selling... for people like the ease with which they can be removed and replaced.

Most important of all—Armstrong's Embossed-Top Corks deliver your product to the user with its original flavor and quality intact. And their dependable re-sealing qualities continue to keep your product fresh and sanitary. Let us show you how you can add sales-appeal to your packages with Armstrong's Embossed-Top Corks. Write today for complete information, samples, and prices. Armstrong Cork Products Co., Closure Division, 913 Arch St., Lancaster, Pa.

Armstrong's

EMBOSSED-TOP CORKS



TWO-FACED PACKAGE. Egmont Arens has designed a two-faced package for Fastidia cleansing tissues so that it is at home both on the retailers' shelves and on milady's dressing table. The selling face carries type in large letters to compete with the bold types of adjoining packages. On the side which is perforated for opening is a dainty design suitable for the boudoir. The color scheme is a warm gray background with floral motif, set off with a delicate pink band that carries the copy.

ONE-EIGHTH TURN CLOSURE. Anchor Cap & Closure Corp. has introduced a new one-eighth turn molded closure called the Anchor Trident Cap. Although designed particularly for the liquor field, it should be valuable to some drug and cosmetic manufacturers. This quick action cap is said to use a sealing principle entirely new to molded cap construction. It is held in place by means of three specially designed, self-positioning lugs which engage corresponding projections on the glass finish. This holds the extra thick and extra resilient liner tightly in contact with the top edge of the bottle so that there is no possibility of leakage or evaporation.

LIQUID TOOTH CLEANSER. Mintol Products Co., of Baltimore, is marketing the first liquid dentifrice which has come to our attention. Harry Eisenberg, who, with Anthony J. Zolenas, worked out the formula for this new product writes to say that they "set about to perfect a dentifrice satisfactory to the dental profession. We found that the concensus was that a three per cent soap solution was the best debris-emulsifier and cleanser that could be used. The main difficulty in its use was its unstableness, bad-taste, fluidity and apparent unwillingness to mix with essential oils.

"In June 1936, we perfected a dentifrice which has overcome all objections of prior liquids. We have a non-abrasive, non-alcoholic semi-viscous saponaceous solution which contains only ten to twelve per cent soap and three per cent essential oils. The essential oils are added for stimulation to the gums.

"It may readily be seen that this is a very effective dentifrice, there is no unsoluble matter to hinder the action of the brush and emulsification, there is no glycerin or alcohol to destroy vital fluids or tissues, and yet it is a simple preparation depending entirely upon real cleansing and detergent action.

"This dentifrice contains no polishing agent, but due to its low surface tension it is very penetrating. Impacted debris is carried away, that the teeth acquire great brilliance due to repeated usage."

The developers also claim that the preparation has an added advantage where there is leakage between tooth and filling. In this case, the product seeps through the space and removes impacted debris bringing to the attention of the individual, the infected or imperfect filling.

A patent on the preparation has been applied for.

Swindell's W·55

DESIGNED
to blend with
every product

PRICED
to keep the
cost of your
production
down

SIZED
to meet the
needs of all
your items

The wide range of sizes, from ½ oz. to 16 oz., enables you to put up a number of related products in bottles of a single attractive design. This provides desirable uniformity at low cost . . . W-55 is an ideal and practical all-market bottle for a large variety of consumer products.

SWINDELL BROTHERS, INC.

BALTIMORE • *MARYLAND*
NEW YORK OFFICE • 200 Fifth Avenue

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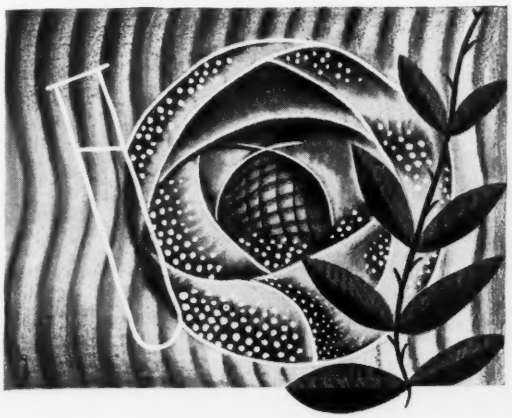
Ernest Whitehouse
40 Court St.

LOS ANGELES
Baldwin & Baldwin
819 Santee St.

CHICAGO
James T. Johnson
1257 W. 97th Place

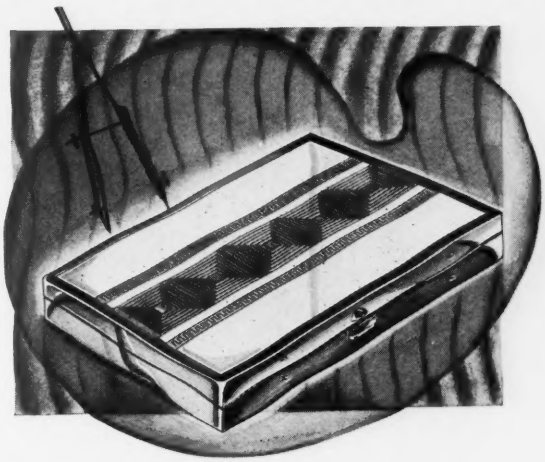
HAVANA, CUBA
Roberto Ortiz
Edificio Moenck & Quintana, 209

THE SCENT OF YOUR PRODUCT IS IMPORTANT



. . . . AND

SO IS THE CONTAINER



The scent is of prime importance in all cosmetics and toilet preparations. Consumers often judge your product by the scent—when purchasing it, when using it, when making repeat purchases. The wrong scent can spoil an otherwise perfect and superior product. • The same is true of the container and closure. If it doesn't please the customer, on the counter and when the product is being actually used, it can be a major handicap in steady consumer acceptance. It may not be the right design to harmonize with other items on the dressing table; through use it may deteriorate in appearance; or it may lack that extra touch of convenience so prized in this modern age of speed and smart utility. • But the container has another all-important function. It must appeal on sight—winning initial purchases for your product against strenuous competition—even before the customers have had a chance to get a whiff of the contents! • Scovill has specialized in creating metal containers and closures that give undeniable sales appeal to cosmetics and toilet preparations. Thirty years of experience and research in this field alone is backed by a completely equipped plant and completely staffed organization of design, style and sales experts —which serve the exacting novelty and utility needs of the leading houses in this field. • We will gladly co-operate in the solution of your quantity-ordered container and closure problems—regardless of how difficult and impossible they may seem.

SCOVILL

MANUFACTURING COMPANY

Drug and Cosmetic Container & Closure Division

69 MILL STREET, WATERBURY, CONNECTICUT

Boston • Providence • New York • Philadelphia
Atlanta • Syracuse • Pittsburgh • Detroit
Chicago • Cincinnati • San Francisco • Los Angeles
IN CANADA: 334 King Street, East, Toronto, Ontario.

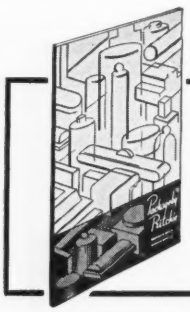
SCOVILL for all types of metal—Vanity Cases • Lipstick Containers • Rouge Cases • Talcum Powder Can Tops • Loose Powder Containers • Perfume and Lotion Bottle Caps and Closures • Atomizers • Cream-Jar Closures • Dispensers • Inhalers • Eyebrow Pencil Holders • Eye Shadow Containers • Mascara Boxes.

ONE SMART SALESMAN AFTER ANOTHER!

He may be a high-powered man, that salesman of yours. No doubt he puts across your story in great shape . . . gets your product in the store . . . gets the dealer all enthused about it.

But about the time your salesman finishes with a dealer, along comes another salesman . . . for a competing firm. *He's* no slouch either. *He* has a good story too.

How can you keep up the dealer's enthusiasm for your product in the face of constant competition? How can you keep him sold? Answer! By stimulating consumer interest in your product at the point of sale — by giving it a package that makes people reach for it — ask about it — choose it in preference to competing items. If you are interested in obtaining such a package, Ritchie can help you. Write for full information regarding our designing service. Tell us the nature of your packaging problem.



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Now in preparation, a valuable, informative brochure on modern packaging. Describes the Ritchie organization in detail. Important to every merchandising, advertising and sales executive with a packaging problem. Write now and reserve your copy.

W. C. RITCHIE AND COMPANY

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A FORWARD MOVEMENT!

Housewives condemn narrow-necked bottles and containers difficult to open.

Users of National Collapsible Tubes (topped with the *No-Kap Closure*) are thrilled by the smooth working gadget . . . No-Kap . . . which opens and closes at the flick of a finger.

Let it show you into many a good home!

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CINCINNATI: W. H. Lytle
1903 Berkeley Ave., Telephone Melrose 8136
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BOTTLES and JARS

- A full line of bottles and jars always in stock for immediate delivery.
- Available in small or large quantities. Jars: Clear, Opal or Colored, in all standard sizes—any quantity from stock.
- Perfume bottles, standard moulds or special design.
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The Riegel Mills offer the widest range of packaging papers available from any one source today. No matter what your paper needs may be, we can either supply them efficiently and economically, or tell you who can. Write for "Case Histories of Packaging." You will find it both interesting and instructive. No charge.

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At Prices to suit any kind of requirement

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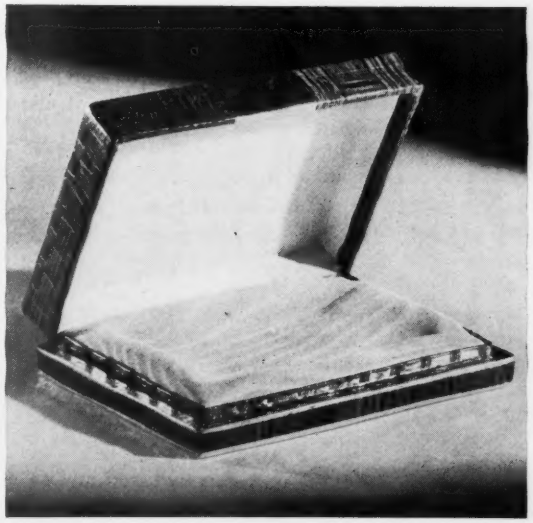
309 Fifth Avenue, New York, N. Y.
Visit our Showrooms and view the Largest Collection in America



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PAPER BOXES

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Applegate 7-3818

NEW!

Plastic Powder Boxes, Hinged Rouge Boxes

Here's the news you've been waiting for. Molded plastic powder boxes—sleek, appealing and colorful—at prices competitive with the better paper boxes!

Unusual construction makes it possible. Standard paper drums fit tightly into a molded base-ring—without cement. Filling and sealing bottom done in usual way. Cover slips snugly over top of drum.

Any color in the rainbow, with trade-mark or design engraved in cover at small extra cost. Your powder will sell better in these new boxes. Write for samples.

Hinged Cover Rouge Boxes

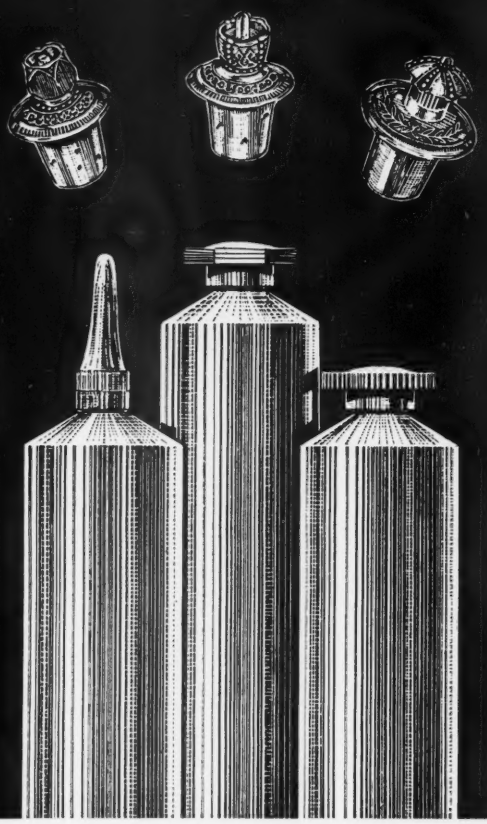
More News! Standard plastic containers for cake or paste rouge or eye-shadow—with hinged covers. Smart, distinctive and extra-convenient. No more unscrewing of covers. Take standard-size rouge cakes. Mirrors inside cover and plated metal band on top. Your trade-mark engraved on cover if desired.

For samples and further information, write Norton Laboratories, Incorporated, Lockport, N. Y.

NORTON

COLLAPSIBLE TUBES & BOTTLE SPRINKLER TOPS

Our experience of more than fifty years in designing and manufacturing the collapsible tubes used for many famous products is at your service. We cordially invite you to consult with us on your tube problems Your inquiries will be given sympathetic consideration



WHITE METAL MFG. CO.

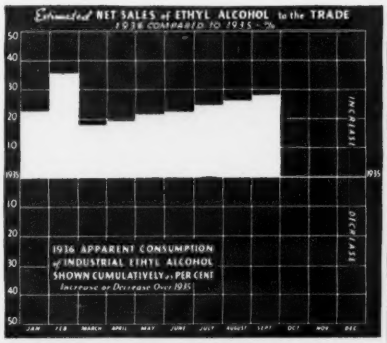
HOBOKEN NEW JERSEY

New York Office:	Chicago Office:	Detroit Office:
F. L. Butz	Charles A. Rindell, Inc.	R. M. Stevenson
393 Seventh Ave.	64 West Randolph St.	506 Donovan Bldg.

ADVERTISEMENT—*This entire page is a paid advertisement.* *Prepared Monthly by the U. S. Industrial Alcohol Co.*

ALCOHOL NEWS

December ★ A Monthly Series of Technical Articles for Chemists and Executives ★ 1936


Estimated NET SALES of ETHYL ALCOHOL to the TRADE
1936 COMPARED TO 1935 - %
INCREASE
DECREASE
1936 APPARENT CONSUMPTION of INDUSTRIAL ETHYL ALCOHOL SHOWN CUMULATIVELY - % PER CENT
Increase or Decrease Over 1935

Apparent consumption of industrial ethyl alcohol from Jan. 1 to Sept. 31, 1936, was 44,578,000 wine gallons. This is 27.5 per cent greater than during the same period in 1935 when 34,956,000 wine gallons were consumed.

MARKETING BRIEFS

U. S. methanol production for the three quarter period of 1936 was 3,983,-152 gallons of crude and 16,857,983 gallons of synthetic, reports the Bureau of Census. The crude material gained only 9.5 per cent over the same period of last year while the synthetic increased nearly 47 per cent. . . . Lessening stocks and rising prices have forced much heavier imports of both crude and refined glycerine according to the Chemical Division of the Department of Commerce. Factory and warehouse stocks compared with 1935 were nearly a third less at the close of the first half of 1936 . . . The U. S. is now the second largest iodine producer states C. C. Concannon of the Department of Commerce . . . Cuba is a fertile field for toiletry exports advises U. S. Consul Cameron from Havana.

A. I. Ch. E. MEMBERS VISIT U. S. I. PLANT AT BALTIMORE

The staff of the Curtis Bay Plant of the U. S. Industrial Alcohol Co. was host to several hundred members of the American Institute of Chemical Engineers on the occasion of their convention in Baltimore, Nov. 10 and 11. Descending en masse, the conclave was divided into groups comprised of student members who visited the plant on Tuesday and the A. I. Ch. E. who attended on Wednesday.

Under the guidance of U. S. I.'s Vice-President Backus in Charge of Production, the engineers were permitted to view every phase of operations in a large industrial alcohol plant, including the largest installation for the production of anhydrous alcohol in this country.

Seen were the latest and most modern boilerhouse facilities for making possible a shift from coal to fuel oil operation or vice versa and the longest welded steam line in the world. The latter connecting the Alcohol plant with the U. S. Industrial Chemical Co., Inc., was of special interest to the engineers. The extensive equipment for the storage of pure alcohol and the rapid dispatch of Super Pyro Anti-Freeze were among other features to excite favorable comments.

SUPER PYRO SHIPMENTS SHOW 40 PER CENT GAIN

25% Increase in Dealers Handling U. S. I.'s Popular-Priced Anti-Freeze

With shipments of SUPER PYRO to distributors showing a 40 per cent gain and an increase of 25 per cent in its number of dealers over the corresponding period of last season, U.S.I. will materially strengthen its leadership this winter in the popular-priced anti-freeze field.

During each of the successive years since SUPER PYRO was introduced in 1933, this product has shown an increased acceptance by dealers and the public. Today it ranks as the largest-selling brand in the popular-priced field, and represents 75 per cent of U.S.I.'s anti-freeze production.

Offered as a premium quality popular priced product, retailing at 25 cents a quart, SUPER PYRO has achieved its enviable position by a program assuring liberal profits to distributor and dealer plus the backing of national advertising amounting to well over $1,000,000.

Use Five Advertising Media

This season U.S.I. employs all five consumer advertising media which include 7,800 billboards, frequent ads in 106 newspapers in seventy-six cities, three national magazines, 292 spot announcements from fifteen radio stations, and a direct mail campaign to 500,000 selected motorists.

Each one of the SUPER PYRO dealers is provided with effective station displays which tie in directly with the national advertising program. Dealers taking initial delivery of eighty gallons are furnished, by express, with a de luxe advertising kit which contains, among other displays, a giant outdoor thermometer featuring the famous "Old Man Winter" trade mark of SUPER PYRO.

ADVANTAGES OF SOLOX OFFERED TO USER OF "GENERAL" SOLVENT

New Leaflet Gives Benefits and Uses of "All-Purpose" Solvent

Solox*—the "all-purpose" solvent of U. S. I.—offers the user of a general alcohol type solvent several advantages and is filling an increasing number of diversified uses in commercial fields.

A leaflet giving full information about the uses of Solox and Anhydrous Solox has just been prepared. Copies may be had by writing to U. S. I.

Solox is essentially an alcohol-type solvent formulated according to government regulations, and is available for numerous industrial purposes where denatured alcohol has been in use. The authorized composition of Solox is:

†Special Denatured Alcohol No. 1	100 parts
Ethyl Acetate	5 parts
Aviation Gasoline	1 part

This formula will immediately indicate the outstanding value of Solox as a solvent. Specially denatured alcohol No. 1 has long been employed in many industries and is the most popular and widely used of all industrial alcohols. However, it can only be obtained under the limitations of government permit. While no permit is required to obtain Solox, its sale is subject to certain regulations.

Ethyl acetate is a most effective organic solvent and has the unique property of bringing out the latent solvent power of the alcohol. In Solox, therefore, it not only contributes its own sol-

(Continued on next page)

*Trade Name Reg. U. S. Pat Off.
†The authorized composition of S. D. No. 1 is as follows: To every 100 gallons of ethyl alcohol add: 5 gallons approved wood alcohol.

Courtesy of The John Igelstroem Co., Massillon, Ohio

Here at a midwestern plant, a corps of workers collate and pack the three different types of kits offered to SUPER PYRO dealers, according to size of order placed. This section of the warehouse is devoted to the handling of the de luxe and standard kits.

VICE-PRES. BACKUS MARKS HIS 20th YEAR WITH U. S. I.

Arthur A. Backus, Vice-President in Charge of Production of the U. S. Industrial Alcohol Co. and the U. S. Industrial Chemical Co., Inc. has just completed his twentieth consecutive year of service with U. S. I.

Beginning as research chemist, he became in turn, Research Director, Production Manager and Vice-President in Charge of Production.

Among the developments to which Mr. Backus has contributed is the process for producing esters from dilute acids (e. g., ethyl acetate from vinegar). The purification of Carbon Dioxide from fermentation of molasses occupied his early efforts to find uses for the by-products of alcohol manufacture. As a result of his endeavors this gas is now widely used in carbonated beverages.

He has been responsible for many innovations and improvements in the design of distillation equipment. During the past three years he has directed an extensive program of plant rehabilitation and modernization for U. S. I.

ADVANTAGES OF SOLOX

(Continued from preceding page)

vent power, but makes the mixture more efficient than either component alone.

The aviation gasoline, present in amount of less than 1%, is virtually a negligible factor in the composition, but is of the highest type available and has good odor and quick evaporation characteristics.

Thus, the main features of Solox are an excellent solvent power in all uses where industrial alcohol is ordinarily employed, mild spiritous odor, freedom from permit regulations and, an ever-important consideration—an economical cost.

Solox enjoys a ready demand in the industrial finishes field as a solvent for shellac, gums, and resins, as a constituent of paint and varnish removers and as a solvent for stains and dyes. A component of natural and artificial leather coatings is another important use of this all-purpose solvent. Many chemical specialties, cleaning compounds, insecticides, polishes, cements and the like find Solox a most acceptable solvent.

Regular Solox, however, because it is made from 190 proof denatured alcohol, and therefore contains about 5% water, is not suitable where the presence of a small amount of water is undesirable.

Anhydrous Solox (water-free) is made from anhydrous S. D. No. 1 on the same formula as regular Solox. The absence of water imparts new and valuable features to Solox—and fits it admirably to extended uses in chemical industries. Because of its mild odor, Anhydrous Solox is particularly esteemed in products which must be applied in confined or public places.

In certain chemical manufacture requiring alcohol, water even in small amounts slows up the reaction, or reduces the yield by forming unwanted by-products. For such uses, Anhydrous Solox will be found both serviceable and profitable.

Railroads Use Super Pyro To Protect Air Cylinders

Railroad travel is made safer during the winter season through the use of Super Pyro. Last winter a number of Eastern railroads applied a quart of U. S. I.'s money-saving anti-freeze to locomotive air reverse cylinders and valves which have a tendency to "freeze-up" in cold weather. Just as in automobiles, this application of Super Pyro calls upon its ability to prevent rust and corrosion as well as to provide anti-freeze protection.

Standard practice is to blow out the Super Pyro after every ten hours of use, since moisture from the compressed air dilutes the alcohol. Loss due to operation of the gear also makes regular replacement necessary.

FIND PHENOLPHTHALEIN MORE SOLUBLE IN ACETONE MIXTURE

Studies on the solubility of phenolphthalein, one of the common ingredients in many laxatives, have shown that it is three times as soluble in acetone as alcohol. This was the report published in the *American Journal of Digestive Diseases and Nutrition.*

Using aqueous-alcohol and aqueous-acetone mixtures—both containing about 10 per cent water—the workers found that 100cc of alcohol solution held 7.8 grams and acetone solution 21.1 grams. Pure water proved to be an indifferent solvent while castor oil was best among the oily solvents.

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information may be obtained by writing to U.S.I.

U S I

Odorless cocoa butter of U. S. P. standard can be produced at lower cost by a new process announced recently. The developers of the method state that manufacture in this manner will make available a domestic supply selling at approximately 25% lower than the imported product.

U S I

Two new water-soluble waxes have been offered to the cosmetic and allied industries. Both are glycol esters, one being the distearic ester of diethylene glycol. The manufacturer reports that practically all types of cream can be made with these waxes.

U S I

A mill to disintegrate raw vegetables, fruits, etc., was announced recently. It is claimed it reduces material without extracting the vital elements. A ¼ h.p. motor is used for power.

U S I

Zirconium oxide, a new white pigment, is now available for face powders. It is described as twice as heavy as titanium oxide, and has a cream-white color.

U S I

A thin film which holds perfume when applied to the skin is described in a recent French patent. Cellulose acetate is heated for five hours with dilute alcohol, cooled to 39° C., combined with perfumes and allowed to gel. The gel melts at temperatures above 39° C. and evaporates, leaving the thin film.

U S I

Manufacture of garlic juice free from objectionable features of that vegetable and rich in vitamins A, B, and C, has been reported. The juice is supplied in concentrated form.

U S I

Foam for fighting flammable liquid fires is produced mechanically rather than chemically by a new method. A stream of water is converted into a stream of continuous foam by a special nozzle, according to the maker. The nozzle draws a foam making solution and air into the water stream.

U S I

Tablet tins can be filled and closed automatically states the manufacturer of a new machine. Paper for the bottom liner is inserted into the tin which has been placed open in the pocket of a conveyor. After the tablets have been inserted, three at a time, the top liner and inspection slip or circular are enclosed and the cover pressed down.

U S I

Charts illustrating a simple method for determining the contents of 54-gal. drums by stick measurements may be secured by writing to U. S. I.

U.S. INDUSTRIAL ALCOHOL CO.

WORLD'S LARGEST PRODUCERS OF INDUSTRIAL ALCOHOL

ETHYL ALCOHOL

SPECIALLY DENATURED-*All Formulas* • COMPLETELY DENATURED-*All Formulas* • ANHYDROUS-*Denatured* • ABSOLUTE-*Pure*

SOLOX-*The General Solvent* • U. S. I. *Pyro Brand* DENATURED ALCOHOL • SUPER PYRO *Anti-Freeze*

PURE (190 PROOF) TAX PAID—TAX FREE

U. S. I.—U. S. P.-*Ethyl* • WEBB'S-*Ethyl*

Executive Offices: 60 East 42nd Street, New York, N. Y. Branches in all Principal Cities.

NEWS

Associations

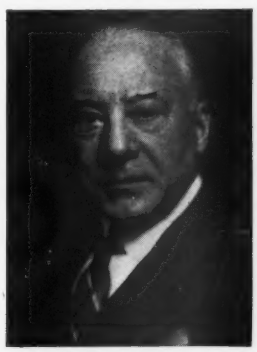
Huisking Heads Drug Section

The following officers were elected at the meeting of the executive committee of the Drug, Chemical and Allied Trades Section of the New York Board of Trade held December 1: Joseph A. Huisking, of Chas. L. Huisking Co., chairman; A. A. Wasserscheid, Mallinckrodt Chemical Works, vice-chariman; Ray C. Schlotterer, secretary; S. B. Penick, S. B. Penick & Co., treasurer.

The executive committee of the Section elected at the annual meeting, held November 24 at the Hotel Commodore, is as follows: Gustave Bayer of Merck & Co.; Rudolph Berls of McKesson & Robbins; Walter J. Bott of J. L. Hopkins & Co.; Turner F. Currens of the Norwich Pharmacal Co.; M. N. de Noyelles of Charles Pfizer & Co.; Phillip M. Dinkins of the American Cyanamid Co.; Ralph E. Dorland of the Dow Chemical Co.; Thomas R. Farrell of THE DRUG AND COSMETIC INDUSTRY; J. F. Hayes of Eli Lilly & Co.; Charles E. Kelly of Hagerty Bros. & Co.; R. B. Magnus of Magnus, Mabee & Reynard; Paul Muller of the Owens-Illinois Glass Co.; S. B. Penick, Jr., of S. B. Penick & Co.; John J. Reiner of Lehn & Fink and Harold B. Thomas of the Centaur Co.

George Simon of the Heyden Chemical Corp. was elected representative of the section on the board of directors of the New York Board of Trade. The Advisory Council, composed of five past chairman of the section, will be as follows: James C. Chilcott of the Maltine Co.; Herman G. Weicker of Dodge & Olcott Co.; Samuel W. Fraser of Burroughs, Wellcome & Co.; Francis J. McDonough of the N. Y. Quinine & Chemical Works, and P. C. Magnus, of Magnus, Mabee & Reynard.

JOSEPH A. HUISKING



A. A. WASSERSCHEID

At the annual meeting, Carl Anderson, attorney in the firm of Merck & Co., who was recently appointed chairman of the Section's legislative committee, succeeding John A. Garvin of the same company, read the report of the legislative committee covering the committee's work on national, state and municipal legislation. Turner F. Currens of the Norwich Pharmacal Co., acting for John J. Reiner of Lehn & Fink, chairman of the membership committee, reported that forty-one new members were added during the year.

Robert Huse of the Social Security Board, discussed the purpose of the act and the reasons which led to its passage. Ruth Ward, lawyer and assistant director of the tax unit, spoke on the tax features of the act.

Drug Dinner, March 4

The Drug Trade Dinner held by the Drug, Chemical & Allied Trades Section of the New York Board of Trade is set for Thursday, March 4 at the Waldorf-Astoria Hotel. Tickets are to be priced at $8.00 per plate. It is not too early to start thinking about this dinner, so we advise that you set this date aside.

Toilet Goods Standards Board

H. Gregory Thomas has been appointed director of the new Board of Standards by the Toilet Goods Association. To this committee will be referred not only advertisements and labels for examination of claims made but ultimately a study of the raw materials used in the industry will be under its supervision. It is hoped in this way to eliminate the use of certain substances and to prescribe definite rules which apply to the manufacture of toilet preparations to render them of greatest benefit to the consumer.

Chain Store Ass'n Cruise

The semi-annual meeting of the Associated Chain Drug Stores will be held February 10 to 23 aboard the S. S. Veendam, running from New York to the West Indies. Those attending the meeting will be allowed to spend part of a day in Port-au-Prince, Haiti, an afternoon in Kingston, Jamaica, and two full days in Havana.

Helena Rubinstein Writes Book

Madame Helena Rubinstein is the author of a new book titled "This Way to Beauty."

TALK TURNOVER WITH THE RETAILER

..let him tell you how sales will be increased by a Sales PACKAGE

THE *Sales*-CAP

Handsome double-shell CASEAL, with tin or aluminum liners. Lithographed with individual designs or in plain colors.

The Duo Oval Design Pat. No. 90023

◆ There is a close and vital relation between packaging and turnover. The Owens-Illinois representative will give you dozens of examples to prove it. One kind of package plays a perpetual role in inventories, another is always the leader on the sales sheet. One performs the single function of containing the product, the other is a SALES-package, built to get customer action and quick turnover.

Your product deserves a *Sales*package. You can rely upon the Complete Packaging Service of Owens-Illinois to create a real SALES-package for you—to coordinate quality glass containers, closures, labels, cartons and cases into an efficient selling unit that will carry a big share of the sales load. Owens-Illinois diversity of operation with twenty-four plants assures prompt service. . . Call or write the nearest Owens-Illinois branch office in most principal cities or

OWENS-ILLINOIS GLASS COMPANY • TOLEDO, OHIO

OWENS-ILLINOIS

Containers and Closures

Companies

DuPont Loses Cellophane Rights

The word "cellophane," which has been the registered trade-mark of transparent cellulose made by DuPont, has become public property within certain limits. The U. S. Supreme Court has denied application of DuPont to hear an appeal of the Circuit Court of Appeals, and therefore the Circuit Court decision is final. The decision said in part:

"1. That the word cellophane ordinarily signifies the cellulose product involved in this suit and nothing more, and is the descriptive word in general use to designate such product, although to certain persons it probably means plaintiff's (DuPont) product.

". . . enjoining them and each of them from supplying, selling or offering for sale in response to requests for cellophane, any product not made by plaintiff (DuPont) unless at the time of supplying, selling or offering such products the name of the manufacturer of such product be clearly stated.

"From using the word Cellophane in advertisements of any such product not being made by plaintiff (DuPont) without prefixing in type of equal size and prominence the name of the maker thereof."

This means that any maker of transparent cellulose, and any converter of bags, envelopes, printed wrappers, household rolls, etc. can call these products cellophane so long as the maker's name precedes it. Also a consumer who is wrapping his product in cellophane can describe his product as "wrapped in cellophane" without using the name of the maker of the cellophane. Also it is not necessary to use a capital "c" when spelling cellophane.

Pinkham Report Filed

The Master's Report in the case of Lydia E. Pinkham Medicine Co. vs. Aroline P. Gove and Lydia P. Gove et al before the Massachusetts Supreme Court which was filed in Salem, Mass., November 25, is largely in support of claims made by the complainants, generally described as the Pinkham directors.

The Master, Charles F. Lovejoy, reported generally that he found it was the fixed plan of the Gove faction to force the Pinkhams to sell their interest in the company to the Goves and that various means were employed in violation of the corporation by-laws.

The principal dispute has centered around advertising. Testimony brought forth before the Master, revealed that the Gove faction at one time actually spent as much as 80 per cent. of the gross sales upon advertising. Other causes for the litigation mentioned in the report are the refusal of the Goves to pay off loans made by them to the corporation amounting to $256,000 upon which the Goves have paid themselves interest at 5 per cent., the refusal of the Goves to pay dividends from the treasury or to attend directors' meetings for the purpose of declaring dividends.

Helena Rubinstein's New Building

Madame Helena Rubinstein opened her new salon and offices at 715 Fifth Ave., New York, on November 23. On the night before, there was a private opening for the benefit of one of the charities in which Madame Rubinstein is interested, but the first publicly announced opening

HELENA RUBINSTEIN

was November 23. During the entire first week, private showings were held every day for different groups and on Friday, November 27, there was a cocktail party and a private showing for toilet goods buyers and others associated with the industry.

The new building has seven floors and twenty departments, catering to every beauty need, in addition to the executive offices of the company. All of its furnishings, equipment and appointments represent the last word in exclusive salon services. These include a health bar; English mist face treatment; herbal foam baths; sun-ray clinic; make-up studio; body sculpture; electro-tonic face treatments; balsam oil permanents; finger-to-shoulder treatment; chiropedicure; individual coiffure patterns; beauty gift shop; and skin oxylation.

Watkins Buys Building

The J. R. Watkins Co., Columbus, Ohio, has announced the purchase of new and larger quarters at 21 East 5th Ave., that city. After extensive remodeling, the Watkins Co. will take possession of the new quarters about the first of the year.

Kushner Moves

Charles Kushner, president of the Lloyd Soap Co., announces removal of his office to new and very much larger quarters on the same floor at 347 Fifth Ave., New York.

R. S. Eaton—Norwich President

At a special meeting of the Board of Directors of The Norwich Pharmacal Co. held at the company's offices on November 18, the following officers were elected to fill the vacancies occasioned by the death of William G. Peckham:

Robert S. Eaton, president, to succeed William G. Peckham; John K. Hill, treasurer, to succeed Robert S. Eaton. Mr. Hill was elected a director. He also retains his title of assistant secretary. Thaddeus M. Weems, assistant treasurer, to succeed John K. Hill; Mr. Weens also continues as Secretary of the company.

New McKesson Building in Buffalo

McKesson & Robbins, Inc., Buffalo, has opened a new building located in the block bounded by Court, Georgia and Fourth Streets, that city. This building, which is designed for wholesale distribution, is modern in every detail. Tubie Resnik is vice-president and general manager of the corporation. Harry Ray, who is Mr. Resnik's assistant and also sales manager of the liquor division. John Murphy is the credit manager and George W. Liddell is sales manager of the drug division.

Continental Can Appointments

F. Gladden Searle, vice-president in charge of sales for the Continental Can Co., has announced the following new appointments. E. S. Linville and James F. Cole have each been appointed assistant general manager of sales. Mr. Linville will make his headquarters in New York and Mr. Cole's headquarters will be at the Baltimore office. E. J. O'Connor and L. J. La Cava have each been appointed assistant general manager of sales in the general line division. Their headquarters will be at the New York office.

Janie Lincoln Increases Output

Janie Lincoln Inc. is now located in its new home at 2010 Euclid Avenue, Cleveland. The recent addition of more than 16000 square feet of floor space, to take care of the rapidly mounting sales of its products, reflects the well founded growth of this substantial organization, which for thirty years has served the beauty culture profession exclusively with a complete line of toilet preparations for shop use and package goods for re-sale to patrons.

Boohecker—Gray Sales Mgr.

James M. Boohecker, who for the last year has been sales manager of Cosmetiques Tussy, has taken over the sales management of Dorothy Gray, since the departure of Duane Stoneleigh for the South. Previous to Mr. Boohecker's association with Tussy, he had spent some time in the manufacturing end of the business.

PREPARED FROM THE FINEST MATERIALS AND ENTIRELY FREE FROM ADULTERANTS

PRICE'S *triple pressed* STEARIC ACID is used by leading manufacturers of the finest toilet preparations, shaving creams and toilet soaps.

Of guaranteed English manufacture, it is highly crystalline and white in color.

Melting point is 130°-133° Fahrenheit.

World famous for its unvarying uniformity in quality.

Packed in slabs of about one inch thickness in double burlap bags with a third protective inner bag forming a muslin liner.

Quotations for carloads or less upon application to exclusive American Representatives:

ORBIS

PRODUCTS CORPORATION

215 PEARL STREET, NEW YORK - FACTORY & LABORATORY, NEWARK, N. J.

CHICAGO 844 Rush St. | PHILADELPHIA 253 Bourse Bldg. | BOSTON 131 State Street | LOS ANGELES 742 So. Hill St.

Water Soluble Gums	Waxes	Cosmetic Raw Material	Fruit Flavors
Thymol	Stearic Acid	Oleo Resins	Food Colors
Aromatics	Essential Oils	Perfume Bases	Quince Seed
Rice Starch	Zinc Oxide French	Olive Oil	Irish Moss

MANUFACTURED BY PRICE'S OF LONDON, ENGLAND

A. L. Beardsley Heads Miles

Arthur L. Beardsley, treasurer of the Dr. Miles Laboratories, Inc., Elkhart, Ind., has been elected president of the company, succeeding his brother, the late Andrew Hubble Beardsley. The vacancy on the board of directors caused by Mr. Beardsley's death has been filled by his son, Bruce F. Beardsley of Upland, Calif.

Florasynth Middle West Business Up

Louis A. Rosett, president of the Florasynth Laboratories, Inc., New York, has returned from a visit to Chicago. While there he conferred with Dr. William Lakritz, who is in charge of the supervision and technical direction of the company's Midwest and Canadian branches. Figures brought forth at a sales conference indicate that the business in the Middle West and Canadian branches will double that for 1935 this year.

Court Refuses Armand Review

The United States Supreme Court has, in effect, upheld a cease and desist order of the Federal Trade Commission directed against the resale price maintenance plan of the Armand Co., Des Moines, by refusing to review a decision of the Federal Circuit Court of Appeals in New York City. This is the second time that the Supreme Court has refused a review.

Weeks, Leo & Co. Officers

Announcement has been made that the officers of Weeks & Leo Co., Inc., subsidiary of the Armand Co., Des Moines, are: E. D. Weeks, president and general manager; Harold E. Gammon, vice-president. The members of the board are: Carl Weeks, E. D. Weeks, William C. Weeks, Harold E. Gammon and J. C. Harris. The company is planning an extensive advertising campaign for this season on Weeks Break-Up-A-Cold Tablets.

Dow Chemical in Chicago

An office has been opened in the Field Building, 135 South LaSalle St., Chicago, by the Dow Chemical Co., Midland, Mich. Wilson I. Doan who for the past thirteen years has been manager of the St. Louis office, will be in charge of the new branch. K. M. Wildes, who has been with the company for eight years, five in St. Louis and the last three in Midland, will also be located at the Chicago office.

Industrial Plastics Expands

Increased business has necessitated the removal of the plant of Industrial Plastics Corp. to 422 Alden St., Orange, N. J., from 641 West 43 St., New York. Sales and executive offices will be maintained at 167 Madison Ave., New York. Telephone: Caledonia 5-6645.

Elmo Dinner

Elmo Sales Corp. was host on November 18 at a dinner held at the Hotel Vanderbilt, New York, to mark the opening of Elmo's merchandising through the chain drug field, and specifically through the stores of the Pennsylvania Drug Co., New York. Elmo had as guests the executives, store managers and cosmetic salesgirls of the latter company. A. F. Jacobson, in charge of sales in the New York territory for Elmo, was toastmaster, and among the speakers were, R. H. Woodrow, sales manager, Elmo Sales Corp., Fred Griffith, president, and Harry Griffith, general manager, of the Pennsylvania Drug Co.; F. V. Sinclair, business manager, THE DRUG AND COSMETIC INDUSTRY; Elmer Sheets, editor, TOILET REQUISITES; L. L. Redfield, of Redfield-Johnstone, Inc., and William Jorgenson, in charge of Elmo window displays.

Olin With Hirestra

O. C. Olin, well known to the toilet goods industry, is now general manager of Hirestra Laboratories with sales and executive offices at 551 Fifth Ave., New York. Several products have been under consumer and laboratory tests for many months and announcement of the first product to be marketed will be made in the near future.

O. C. OLIN

Lucien Lelong Moves

Lucien Lelong, Inc., has moved its offices and salon from 610 Fifth Ave., New York, to 681 Fifth Ave., where the organization occupies much enlarged and beautiful quarters. The warehouse has also been moved from Eleventh Ave., New York, and combined with the offices and salon at 681 Fifth Ave.

M. Stein Folder

The M. Stein Cosmetic Co., New York, has just issued a new folder which contains a description of several new items as well as a make-up chart and price-list. Copies are available upon request.

Lehn & Fink Names Philpott

Douglas Philpott became director of advertising and merchandising for Lehn & Fink (Canada), Ltd., Toronto, December 1. Mr. Philpott, who had been with A. McKim, Ltd., was, prior to that, with McConnell, Baxter and Eastman, Ltd., Toronto.

Dow Chemical Mexican Company

A new subsidiary to take care of the Mexican and Central American business of the Dow Chemical Co., Midland, Mich., has been established in Mexico City, Mexico. The new company will be known as Dowell, S. A. A factory is being built at Tampico.

Colgate to Expand in Canada

Colgate-Palmolive-Peet Co. has announced plans for a six-story addition to its Toronto plant. Construction of the new building, which will increase the plant's floor space by 50 per cent., and alterations to the present building will cost approximately $200,000.

Colloidal Corp. Plant

The Colloidal Corp. of New Jersey, has leased a two-story factory building at 23-232 Verona Ave., Newark, N. J. After making extensive improvements the company will devote the building to the manufacture of medicinal chemicals.

Poons with Polak & Schwarz

E. Poons, expert in flavors, but particularly a specialist in tobacco flavors, is now permanently located in this country with Polak & Schwarz, New York. Mr. Poons has been associated with Polak & Schwarz for some time, at their main office in Zaandam, Holland.

Bruen—Drug Sales Manager

James F. Bruen is now the sales manager of the drug division of Lydia O'Leary, Inc., New York.

Dammig Joins C. P. Chemical Solvents

Alvin H. Dammig, formerly with the American Distilling Co., became associated with the C. P. Chemical Solvents Inc., New York, on October 1. He is offering industrial alcohol as manufactured by the Carbide & Carbon Chemicals Corp. as well as other chemicals and solvents distributed by the C. P. Chemical Solvents, Inc.

Henriksen Joins P. & S.

Arthur Henriksen has become associated with Polak & Schwarz, New York.

This

THANK-YOU

expresses our sincere appreciation

for that increased confidence which has made 1936 the most successful year in Kolmar history. Also, we pledge ourselves to consistently maintain those dependable high standards in products and business practises which have brought Kolmar to a leading position in the manufacturing of cosmetics.

These Kolmar representatives join us in wishing you pleasant holidays and a most successful New Year.

New York City	M. C. Boyd	246 Fifth Ave.
Chicago, Ill.	Norman Kole	11-108 Merchandise Mart
Atlanta, Ga.	Warren Curry	2895 Peach Tree Road
Los Angeles, Cal.	Pacific Coast Office	1709 W. 8th St.

Kolmar laboratories
MILWAUKEE

Owens Plant to be Renovated

Plans have been made to make extensive repairs at the Owens-Illinois Glass Co., plant in South Glassboro, N. J. The repairs are being made in preparation for the reopening of this bottle blowing plant which was closed several years ago.

Mixing Equipment Expands

Mixing Equipment Co., Rochester, N. Y., has moved its New York office to 377 Broadway. The new office represents a material increase in office space and will provide space for a complete display of "Lightnin'" Portable Mixers. The New York office is in charge of C. F. Donahue.

Standard Plastics Formed

Standard Plastics Corp. has been incorporated under the laws of New Jersey with authorized capital of 75,000 shares, par value $1 per share. The company will produce and sell plastic products and a special plastic material to be known as "Alphide." The officers of the new company are: president, S. P. Duhrenheimer, vice-president, Edward Hart, secretary-treasurer, Irving I. Schachtel.

Josephine Huddleston Joins Kennedy Labs.

Kennedy Laboratories announces the appointment of Josephine Huddleston as director of promotion for Loraine Kennedy Products, Detroit. Miss Huddleston has a background in beauty culture which covers over 14 years. Her beauty book, "Secrets of Charm," went into the fourth American edition and was translated into Swedish.

Pacini Addresses Fashion Group

Dr. August J. Pacini of the Pharmaceutical Specialties Co., was guest speaker at a luncheon of the Cosmetic section of the Fashion Group, held at the Town Hall Club, New York, November 20. His subject was "Vitamin F." Gizella Fowler, chairman of the section, presided, and the speaker was introduced by Elmer Sheets, editor of TOILET REQUISITES.

Daltroff Visits Here

E. E. Daltroff, co-owner of the House of Caron, has been making a short visit to this country and to Canada. During his stay here, he made his headquarters at the Caron Corp.'s offices, 389 Fifth Ave., New York.

Hazel Rhoades Joins Matchabelli

Hazel Rhoades has joined the staff of Prince Matchabelli Products as special sales promotion representative. Miss Rhoades was formerly foreign representative for Du-Tone Ribbon Corp.

Dworkin Presented With Plaque

At a regular meeting of the Drug Salesmen's Association of New York, Inc. held November 12, a bronze placque was awarded to Samuel S. Dworkin in appreciation of his valued friendship. The presentation was made by Jonas Levinson, president of the association.

McClintock Aids Hospitals

The city-wide organization representing all branches of commerce and industry in New York aiding the appeal of the voluntary hospitals, has announced that Earl R. McClintock, Sterling Products Inc., has accepted the chairmanship of the Drugs and Pharmaceuticals division. He is enlisting a group of volunteer workers in the trade to help present the facts of the hospital situation to New Yorkers and raise funds to enable continuance of this essential service for community health protection.

Dunney—Football Star

The outstanding feature of the Fordham-N. Y. U. game played in New York on Thanksgiving day was the punting of Howard Dunney, who played right end for N. Y. U. A committee of football

HOWARD DUNNEY

writers unanimously voted to award him the Madow Trophy in recognition of the "outstanding performance of the contest." He is the son of William Dunney Sr. and brother of William Dunney Jr., both of whom are well-known in this trade through their association with Ungerer & Co.

Dr. Felton Returns

Dr. and Mrs. Joseph Felton of the Felton Chemical Co., Brooklyn, have returned from an extensive European trip during which they had occasion to visit the flower fields and factories of Grasse, France, and the general European offices of the Felton Chemical Co. in London.

Gogarty Under Doctor's Care

B. J. Gogarty, Commercial Solvents Co. representative in the metropolitan area, is recovering at his home in Rockville Center, N. Y. following a serious operation at the New York Hospital.

Dan Nealon Says----

Tyson and Company's new hair dressing filling line is a joy to behold. Simple, neat and efficient. No messy petrolatum to be dipped here and there. Just turn the valve, press the button and away she goes. Fortunate drummers who are privileged to inspect this new brain child come away ooh-ing and ahh-ing. Congrats to Hampt:—who also breaks into first page news this week as a witness in a swell lawsuit. J. L. Clark's, C. F. French was an interested spectator during Hampt's testimony. There ought to be a law to protect the dignity of the courts.

• • •

Tom Lilly of the Lilly Brokerage Company, Memphis, has just about recovered from a very trying bout with the medicos.

• • •

Felton Chemical Company's Robert E. Felton and Louis Gampert dropped in on one of our few busy days last week.

• • •

Albert Glazer of Wurzburg Brothers steps to the mike with a brave tale of Peter the Third.

• • •

Accompanying Dodge & Olcott's George W. Collins this trip is their service specialist on soft drinks, Mr. Claude Johnstone. Mr. Johnstone is one of the few people who recognize their old friend "Satinola" displayed under glass in our office.

• • •

At a recent meeting of the Chamber of Commerce four members of the cosmetic industry were elected to the Board of Directors.

• • •

For two days this week three of the N. T. Co.'s employees have been engaged prying into the private lives of the rest of us, so that we may all be socially secure. And how are you getting along with the fingerprinting of your employees?

• • •

As we go to press WPA wires Paris 150 grand for schools and a new jailhouse. Ahem!

• • •

The midwest regrets that the Packaging Show will not be in Chicago this year. New York's too far, say most of the boys.

• • •

Poppin' crackahs in de sto' window mean Ol' Massa Santy nigh on us. Crismus gif', white folks, Chrismus gif'!

Paris, Tenn. *Dec. 1.*

Landis Receives Medal

The Chemical Industry Medal for 1936 was awarded to Dr. Walter S. Landis, vice-president of the American Cyanamid Co., at a joint meeting of the Society of Chemical Industry and the American Chemical Society, held November 6.

Sterling Products Earns More

Sterling Products Inc., Wheeling, W. Va., reports for the nine months ended September 30, 1936 a net profit of $6,952,803, equal to $4.05 a share on 1,715,656 shares of $10 par common stock. This compares with $6,628,301, or $3.83 a share on 1,730,598 shares for the nine months ended September 30, 1935.

Castile Soap Opinion

Editor,
Drug & Cosmetic Industry:

In the interest of accuracy, we believe that exception should be taken to the statement by Charles L. Huisking appearing in your November issue.

On Page 635 there appears a statement by Mr. Huisking which is headed "Italian Soap Plentiful" which refers, of course, to Italian Castile Soap in particular.

We have made a very careful check on importers and operators in Castile Soap through disinterested channels, and we are very definitely told that there is pronounced difficulty in obtaining adequate quantities of Castile Soap, and, furthermore, we have been told of restrictions having been placed on the use of Italian Olive Oils for other than food purposes, and that when domestic Castile Soap manufacturers are obliged to pay present high prices for olive oil, it probably will mean a further advance in Castile Soap prices.

Similarly, we are told that supplies of Spanish olive oil or Castile Soap made from oil from that source, have been shut off, to all intents and purposes.

Mr. Huisking gives the impression in his statement that there has been no great increase in the price of Castile Soap, but a market report shows that in April of this year powdered Castile Soap was selling in this market ranging from 19 to 21c a pound, and for some qualities a little more; whereas today the very lowest price at which powdered Castile Soap can be had (and the firm quoting states that very little is available) is 26c a pound. It would appear that the general market price today ranges from 30 to 35c a pound, depending upon the supplier and the quantity involved, and by this it would appear that there has been a sharp advance in Castile prices since earlier in the year.

John Powell & Co., Inc.
Nov. 17, 1936.

Levy Decorated

Louis Spencer Levy was presented by the French Consul, Charles de Fontnouvelle, in New York, with the decoration of a Chevalier of the Legion of Honor. Mr. Levy is well remembered by the trade as the former publisher of *The American Perfumer*.

Cosmetic—F. T. C. Conference

The Federal Trade Commission held a Fair Trade Practice Conference with the Perfume, Cosmetic and Other Toilet Preparations Industry at the Hotel Astor, New York, on November 19. The conference was presided over by Robert E. Freer, one of the five members of the Federal Trade Commission, who acted as chairman. He was assisted by George McCorkle, legal advisor to the Commission, and Director of Fair Trade Practice Conferences, and by O. L. Hunt, attorney to the Commission. Also sitting with these gentlemen on the dais were Charles S. Welch, secretary of the Toilet Goods Association, who was elected secretary of the conference, and Hugo Mock, counsel for the Toilet Goods Association.

A set of rules as drafted by the Federal Trade Commission were proposed. One rule after another was read, discussed, and voted upon. The rules as adopted by the conference will be studied by the Commission as to whether or not they cover practices which are contrary to existing law. If, in the Commission's opinion, they cover practices contrary to law they will be placed in Group I and will be enforced by the Commission. Those rules which the Commission feels do not cover violations of existing law will be placed in Group II. The Group II laws cannot be enforced by the Commission, but represent expressions of the industry as to what they consider unethical. These can only be enforced by moral persuasion within the industry.

Before the rules are finally promulgated by the Commission, they will be submitted to the members of the industry for them to subscribe to them. No one is bound by these rules until he subscribes to them. But even though he does not subscribe to the final rules, a member is liable to be cited under the rules of Group I since these rules, in the Commission's opinion, cover violations of law.

The rules adopted by the conference follow:

Group 1

Rule 1. Rule 1 is a lengthy repetition of the principles of the Robinson-Patman Act including the expression "on proportionately equal terms."

Rule 2. It is an unfair trade practice for a member of the industry directly or indirectly to give, or offer to give, or permit or cause to be given, money or anything of value to agents, employees, or representatives of customers or prospective customers, or to agents, employees, or representatives of competitors' customers or prospective customers, without the knowledge of their employers or principals as an inducement to influence their employers or principals to purchase or contract to purchase products manufactured or sold by such industry member or the maker of such gift or offer, or to influence such employers or principals to refrain from dealing in the products of competitors or from dealing or contracting to deal with competitors.

Rule 3. The making or causing or permitting to be made or published any false, untrue, or deceptive statement, representation, guarantee, warranty, testimonial, or endorsement, by way of advertising (through newspapers, magazines, circulars, labels, booklets, or by radio or any other medium), oral representation, or otherwise, concerning the efficacy, medicinal or curative properties, grade, quality, quantity, substance, character, origin, size, preparation, manufacture, or distribution of any product of the industry, or concerning the purported approval or endorsement of such product by state, federal, medical, or other authority, or in any other material respect, with the tendency, capacity, or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 4. Offering merchandise for sale at prices purported to be reduced from what are in fact marked up or fictitious prices, with the tendency or capacity to mislead or deceive purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 5. The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, or questionable credit standing, or by other false representations, or the false disparagement of the grade or quality of the goods of competitors, their credit terms, values, policies, services, the nature or form of the business conducted, or in any other material respect, with the tendency or capacity to mislead or deceive purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 6. The false or deceptive marking or branding of products of the industry, for the purpose or with the tendency, capacity, or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public with respect to the brand, grade, quality, quantity, use, size, material, content, origin, preparation, manufacture, or distribution of such products, or in any other material respect, is an unfair trade practice.

Rule 7. The imitation of the trademarks, trade names, brands, labels, or other marks of identification of competitors, with the tendency, capacity, or effect

Baker's
FINE CHEMICALS

IMPLICIT FAITH...

TO THOSE manufacturers of pharmaceuticals who have won the confidence of the American public—firms whose trade marks have come to represent assets of known value, we address this question:

Have you surrounded your trade mark with the full measure of insurance to which it is entitled? Is there any point in your manufacturing processes at which you have unknowingly been penny-wise and pound-foolish?

★ ★ ★

In the making of C. P. Chemicals, Baker was a pioneer of measured purity—the first manufacturer of laboratory chemicals with an exact analysis on the label. Thus the trade name "Baker's Analyzed" was born.

When Baker entered the Fine Chemicals field, they tackled the job of maintaining "measured purity" *by the ton*—for the benefit of manufacturers of pharmaceuticals and medicinal products. To exceed old standards of purity was the watch-word, and thirty years in the exacting work of making reagent chemicals enabled Baker chemists to achieve this goal. Today the list of outstanding manufacturers who have standardized on Baker's Fine Chemicals reads like a page from the Blue Book of pharmaceutical manufacturing.

★ ★ ★

To the end that the public shall have implicit faith in your trade mark, the house of Baker pledges its research and skill in fine chemical manufacturing. As a part of your loyalty to the medical profession and to the public, we invite you to have a talk about your Fine Chemical requirements with the Baker salesman. You will find him a worthy representative—a true reflection of the entire Baker organization. See him the next time he calls.

J. T. BAKER CHEMICAL CO., Phillipsburg, New Jersey

NEW YORK
420 Lexington Avenue

PHILADELPHIA
220 South 16th Street

CHICAGO
624 South Michigan Blvd.

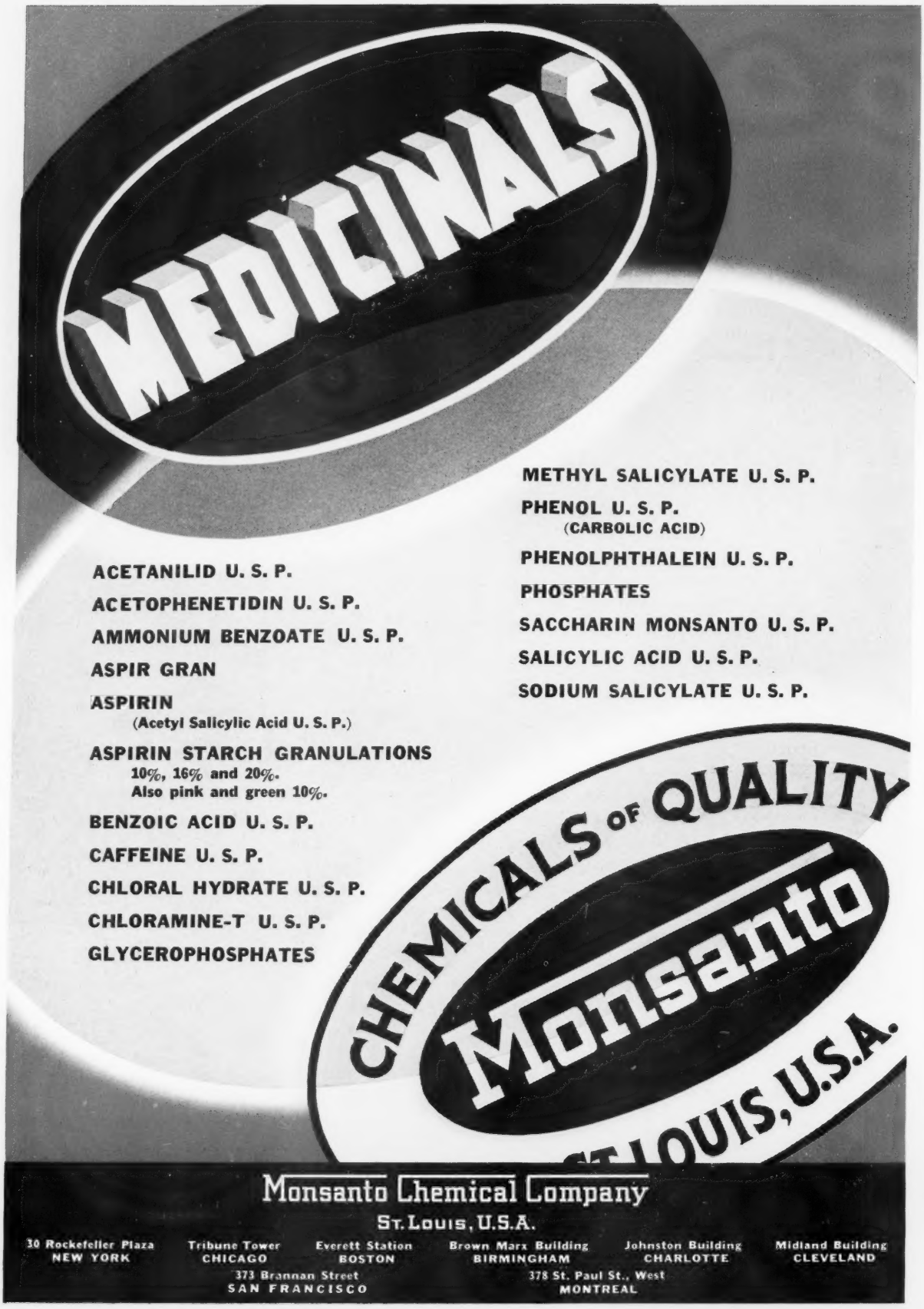
ANALYZED REAGENTS Baker's FINE CHEMICALS

A partial list of Tonnage Fine Chemicals held under rigid control, at no price premium.

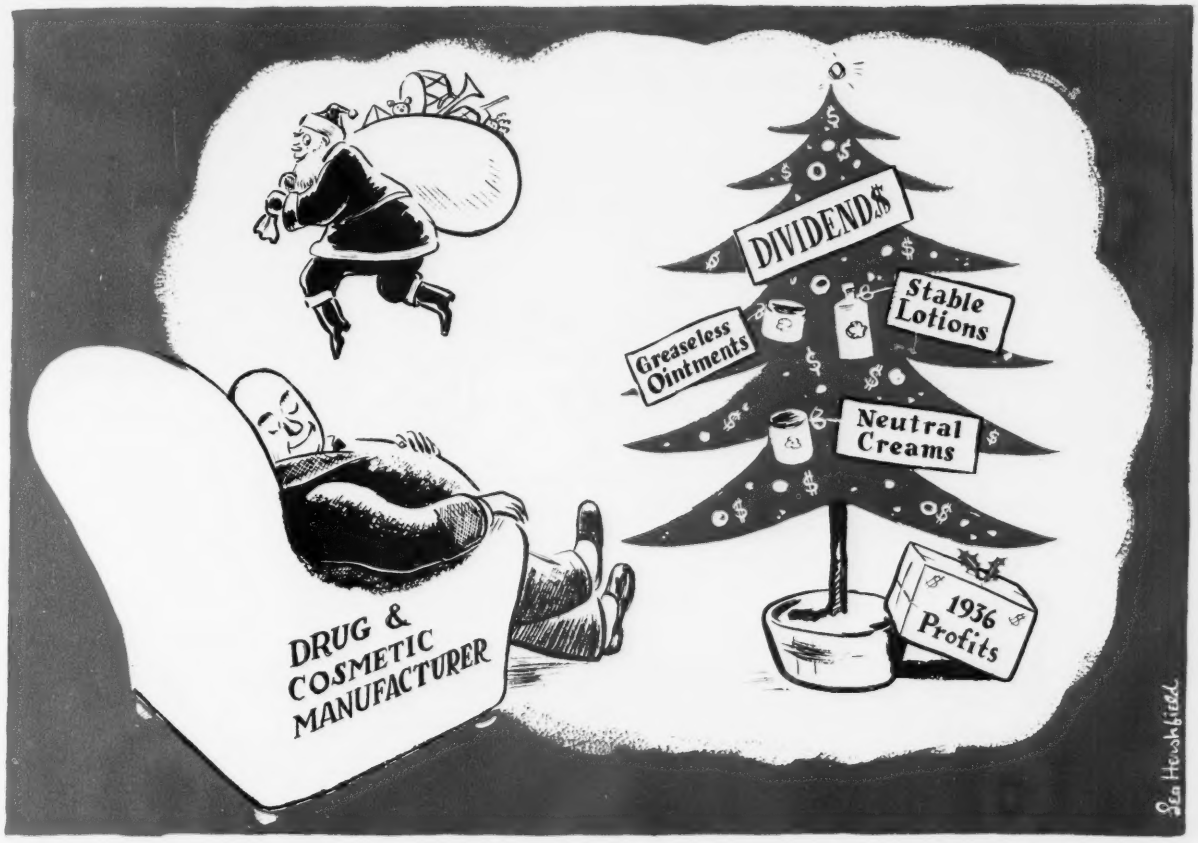
Alkali Bromides
Potassium Iodide
Magnesium Oxide
Cream of Tartar
Bismuth Subcarbonate—Subnitrate and other Salts
Caustic Potash and Soda Sticks and Pellets
Rochelle Salt
Lead Acetate
Salicylates

Baker's fine chemicals

for Pharmaceutical Manufacturers


MEDICINALS
ACETANILID U. S. P.
ACETOPHENETIDIN U. S. P.
AMMONIUM BENZOATE U. S. P.
ASPIR GRAN
ASPIRIN
(Acetyl Salicylic Acid U. S. P.)
ASPIRIN STARCH GRANULATIONS
10%, 16% and 20%.
Also pink and green 10%.
BENZOIC ACID U. S. P.
CAFFEINE U. S. P.
CHLORAL HYDRATE U. S. P.
CHLORAMINE-T U. S. P.
GLYCEROPHOSPHATES
METHYL SALICYLATE U. S. P.
PHENOL U. S. P.
(CARBOLIC ACID)
PHENOLPHTHALEIN U. S. P.
PHOSPHATES
SACCHARIN MONSANTO U. S. P.
SALICYLIC ACID U. S. P.
SODIUM SALICYLATE U. S. P.
CHEMICALS OF QUALITY
Monsanto
ST. LOUIS, U.S.A.
Monsanto Chemical Company
ST. LOUIS, U.S.A.
30 Rockefeller Plaza NEW YORK
Tribune Tower CHICAGO
Everett Station BOSTON
Brown Marx Building BIRMINGHAM
Johnston Building CHARLOTTE
Midland Building CLEVELAND
373 Brannan Street SAN FRANCISCO
378 St. Paul St., West MONTREAL

Merry Christmas



And a Prosperous 1937

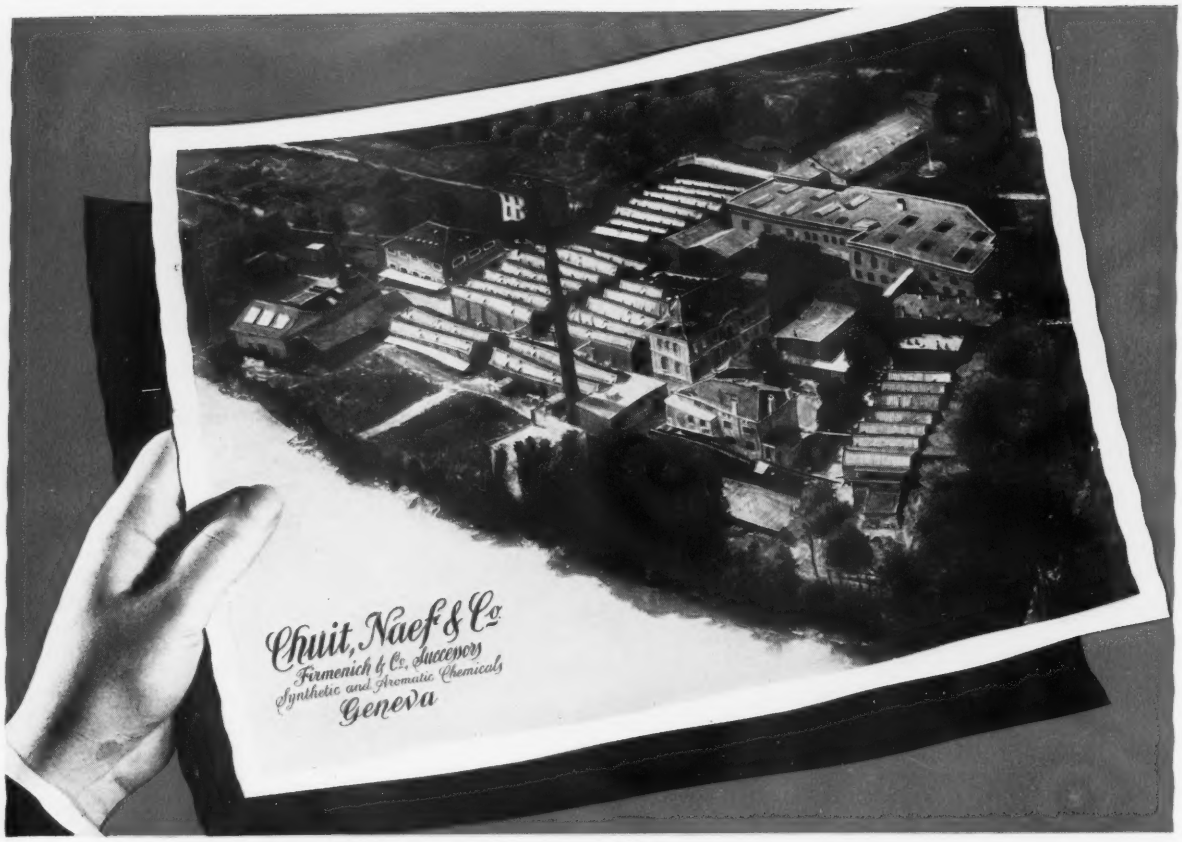
We are pleased that we have been able to offer you products which have contributed something to the improvement of your preparations.

The reception you have given our emulsifiers and preservatives is indeed appreciated and we extend to you our sincere greeting for a Joyous Christmas and our Best Wishes for a Happy New Year.

Th. Goldschmidt Corporation

153 WAVERLY PLACE, NEW YORK

2260 E. 15th St., Los Angeles • 245 Union Blvd., St. Louis • 80 Boylston St., Boston • 325 W. Huron St., Chicago



Forty Years of Leadership

Since 1895 the name of Chuit, Naef has been synonymous with the production of the highest quality group of synthetic and aromatic chemicals obtainable. Today, as then, this reputation continues unmatched.

Throughout forty years the Chuit, Naef organization has expanded its products to the point where they now rank as the most complete line of perfume raw materials available to the soap, perfume extract and toilet goods fields.

The laboratories at Geneva, Switzerland are constantly showing the way in the development of new aromatic materials, basic specialties and finished compositions that aid you in solving your perfume problems

As sole United States agents, let us convince you of the remarkable adaptability of our products to your line!

FIRMENICH & CO., INC.

135 FIFTH AVENUE, NEW YORK, N. Y.

Baker's
FINE CHEMICALS

IMPLICIT FAITH...

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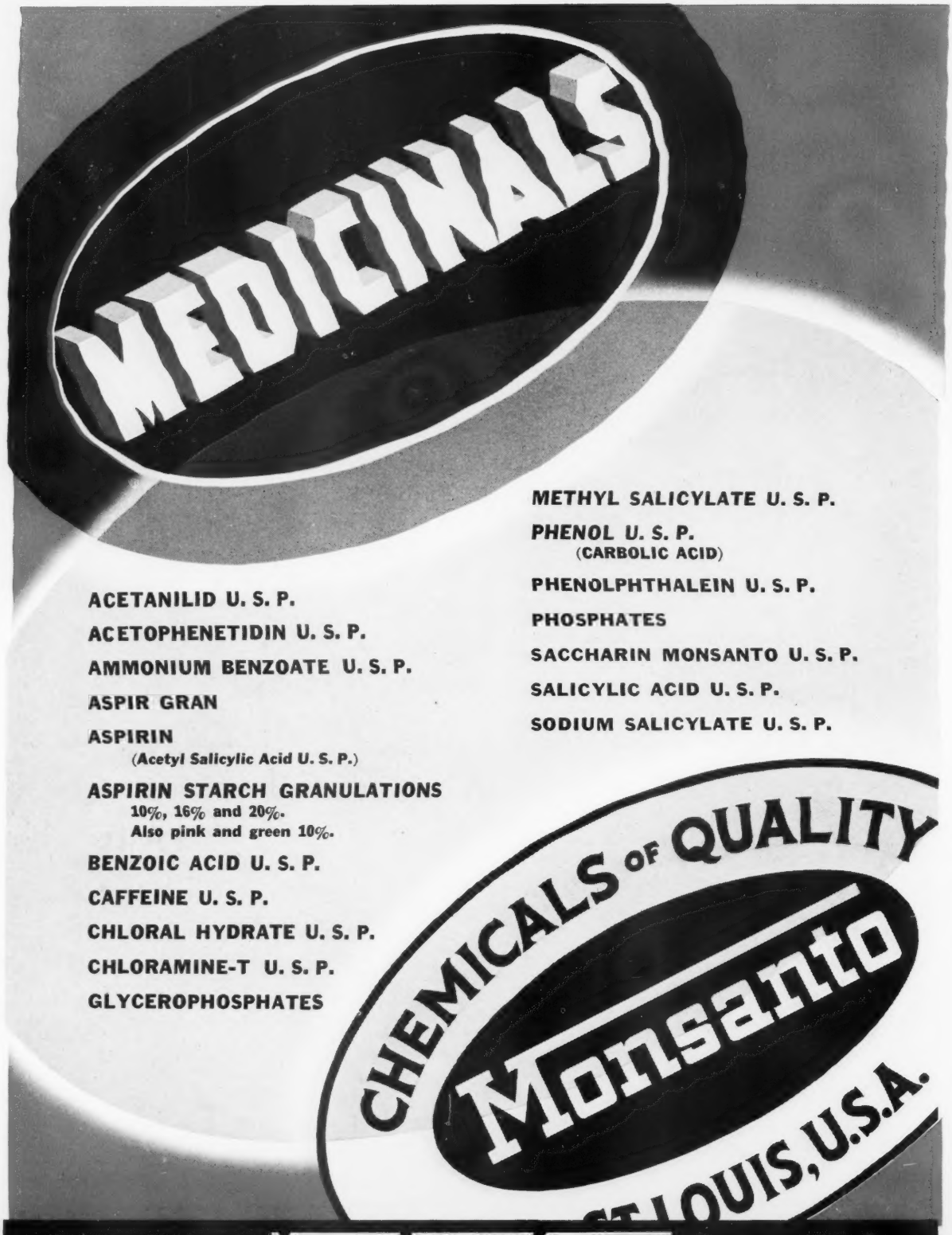
Baker's fine chemicals

for Pharmaceutical Manufacturers

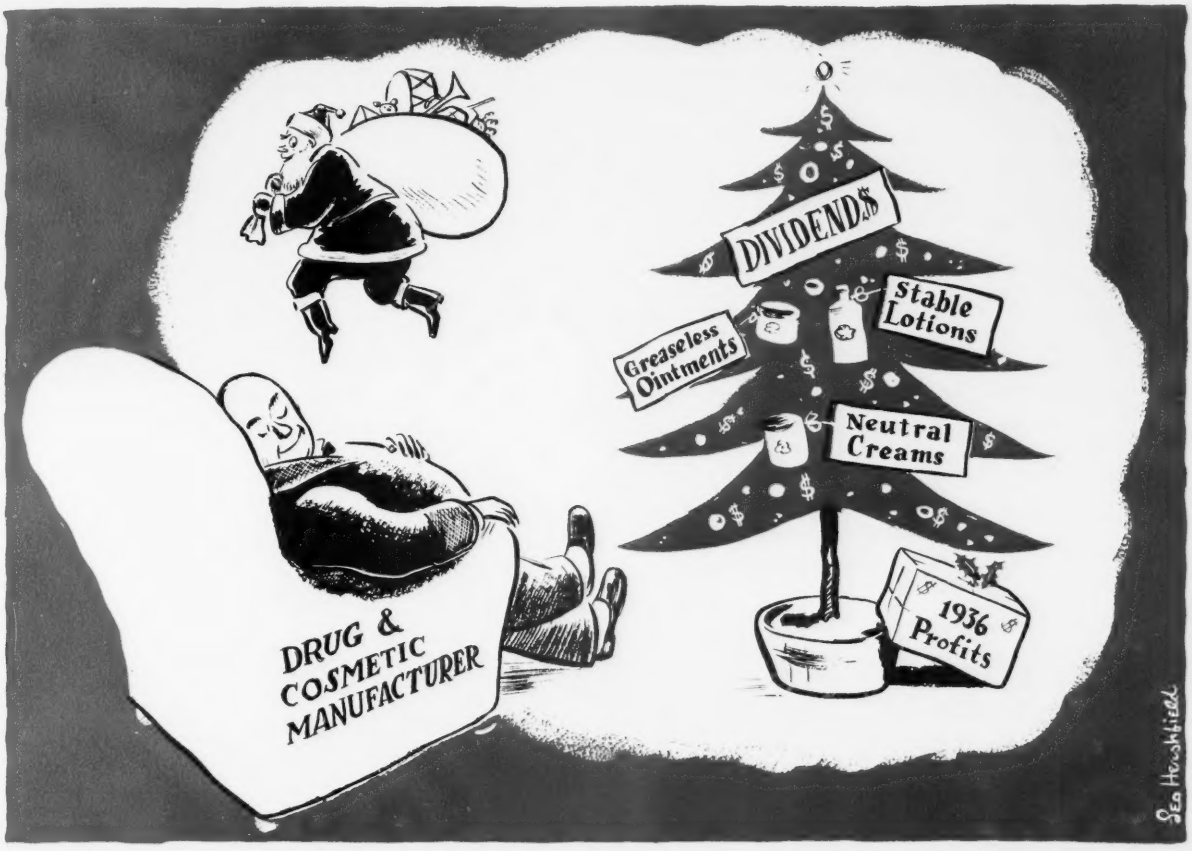


Monsanto Chemical Company

ST. LOUIS, U.S.A.

30 Rockefeller Plaza, NEW YORK
Tribune Tower, CHICAGO
Everett Station, BOSTON
Brown Marx Building, BIRMINGHAM
Johnston Building, CHARLOTTE
Midland Building, CLEVELAND
373 Brannan Street, SAN FRANCISCO
378 St. Paul St., West, MONTREAL

Merry Christmas



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The laboratories at Geneva, Switzerland are constantly showing the way in the development of new aromatic materials, basic specialties and finished compositions that aid you in solving your perfume problems

As sole United States agents, let us convince you of the remarkable adaptability of our products to your line!

FIRMENICH & CO., INC.

135 FIFTH AVENUE, NEW YORK, N. Y.

of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 8. To sell, offer to sell, or advertise industry products as and for copies, blends, reproductions or imitations of the products of another member of the industry without his consent, with the tendency, capacity, or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public is an unfair trade practice.

Rule 9. Falsely representing, directly or indirectly, through advertising, branding, labeling, or otherwise, that any industry product or products have been manufactured, mixed, blended, or compounded into the finished article abroad and imported into this country when in truth and in fact such product or products have been manufactured, mixed, blended, or compounded in the United States of America, is an unfair trade practice.

Rule 10. The securing of information from competitors concerning their businesses by false or misleading statements or representations or by false impersonation of one in authority and the wrongful use thereof to unduly hinder or stifle the competition of such competitors is an unfair trade practice.

Rule 11. (a) For any member of the industry to pay, or contract to pay, directly or indirectly, to clerks or sales persons of customers a bonus, known as "push money," over and above any compensation received by such persons, as an inducement and encouragement to push or stress the merits of such members' product or products over competing products of other members of the industry, unless such payment is made available on equal or proportionately equal terms to clerks or sales persons of all other customers competing in the distribution of such member's products, contrary to Section 2 (d) of the Robinson-Patman Act, is an unfair trade practice.

Rule 12. (a) For any member of the industry to employ and pay the salary, either in whole or in part, of any demonstrator or sales employee, to promote the sale of or to sell his product or products in a retail store operated, owned or controlled by another party in which competitive products of other producers are offered for sale and sold to consumers, without at the same time according to the services of demonstrators or sales employees to other purchasers on proportionately equal terms, contrary to Section 2 (e) of the Robinson-Patman Act, is an unfair trade practice.

(b) For any member of the industry to employ and pay the salary, either in whole or in part, of any demonstrator or sales employee, to promote the sale of or to sell his product or products in a retail store operated, owned or controlled by another party in which competitive products of other producers are offered for sale and sold to consumers, with the tendency to suppress and stifle competition, or with the tendency and capacity or effect of producing in the marketing of the goods a condition which is deceptive to the consuming public, is an unfair trade practice.

Group II

Rule A. The industry approves the practice of each individual member of the industry independently publishing and circulating to the trade his own price lists that fully set forth his terms of sale, making same available to the trade at some central agency to be designated by the industry, but such information shall be available and open to inspection only to each class of distributor in competition with each other.

Rule B. To avoid confusion within the industry each member thereof is requested to file with some person designated by the industry all trade-marks, trade names, labels, or brands used by such member, such information to be available to all members of the industry and to the public.

Obituaries

Leonard Cowles Glessner

Leonard Cowles Glessner, founder and president of the Glessner Co., Findlay, Ohio, died November 20 as the result of injuries received when he was struck by an automobile. His proprietary medicine business was started as a side line when he was the city editor of the Findlay *Daily Courier*. In 1898 he began to devote himself to the medicine business exclusively and he built up without outside help or capital the Glessner Co. which was incorporated in 1905. At the time of his death he was still active in the business. He was eighty-three years old.

George P. Huisking

George P. Huisking, brother of Charles L. Huisking, president of Charles L. Huisking & Co., New York, died of a fractured skull and pneumonia in Chicago, November 22 at the age of fifty. Upon completing his education he entered the employ of Thomas M. Curtius & Co. of which company his brother, Charles L. Huisking, was an employee. He remained with this Company for eleven years.

GEORGE P. HUISKING

In 1910, when his brother, Charles, established his own business as a drug broker, George Huisking joined him and played a very active part in the business from that time on. In January, 1936, the company opened an office in Chicago and George Huisking took charge of the new branch. Charles L. Huisking was in Chicago in November for a conference with his brother. As they took leave of each other on the street, George Huisking fell as he ran to catch a street car and fractured his skull. Pneumonia developed soon after and death occurred on November 22.

Walter A. Seltzmann

Walter A. Seltzmann, perfumer and vice-president of van Ameringen-Haebler, Inc., New York, died suddenly of a heart attack November 22. Mr. Seltzmann, who was sixty years old, was one of the leading and most widely known American perfumers. For the past sixteen years Mr. Seltzmann has been associated with van Ameringen-Haebler, Inc., and its predecessor company, A. L. van Ameringen. Funeral services for Mr. Sletzmann were held November 24 at Montclair, N. J. in which town he made his home.

John E. Mace

John E. Mace, vice-president and general manager of Menley & James, Ltd., and of A. J. White, Ltd., New York, died November 7, after an illness of three months. Mr. Mace, who was seventy-one years old, graduated from the Albany College of Pharmacy in 1889. After engaging in the retail drug business for a number of years, he joined the Maltine Co. In 1896 he became general manager of Menley & James, Ltd., remaining with the company for forty years.

Charles F. Stauffen

Charles F. Stauffen, for more than fifty years associated with Sharp & Dohme, died at the Mercy Villa hospital, Baltimore, November 2, at the age of eighty-eight. Mr. Stauffen, who was born in Germany, became associated with Sharp & Dohme soon after he came to this country as a young man and remained with the company until his retirement in 1929.

John L. Shoemaker

John L. Shoemaker, sales manager for the Keasbey & Mattison Co., Ambler, Pa., died recently at the age of sixty-seven.

Mrs. Lee H. Bauer

Mrs. Lee H. Bauer, wife of Frank M. Bauer, member of the firm of Pfaltz & Bauer, died of a heart ailment November 9 at her home in Rockaway Park, N. Y.

35 POUNDS POWCO SOAP =100 POUNDS CASTILE

It sounds weird — — — but it is true!

Not only does the manufacturer save considerably on the price per pound, because POWCO BRAND Neutral Powdered Soap is less expensive—but also he needs to use only 35 pounds of POWCO where he formerly used 100 pounds of highest quality powdered Castile.

The reduction in soap poundage gives him a further great saving in production cost as the difference in bulk is made up by ingredients costing only a few cents a pound.

This former important buyer of Castile soap had had the habit of using Castile; but the critical Castile soap situation, due to political and economic difficulties abroad, brought it forcibly to his attention that *the security of domestic production here is of first importance.*

Price was not the object. He realized the importance of the security of buying domestic production, otherwise he very likely would have continued his habit of many years of buying Castile.

That he has saved such a great sum by switching to POWCO was really secondary. Now, however, he has a *better* product, *security*, and saves annually a sum any one of us would be delighted to make, stock market profits included.

POWCO Neutral Soaps are air floated powders, *Laboratory Controlled* for uniform chemical and physical characteristics.

POWCO Neutral Soaps have none of the disadvantages of Castile. Can we be of help to you so you can save money and have the security of domestic production?

JOHN POWELL & CO., Inc.
114 EAST 32nd STREET NEW YORK CITY

If Demonstrators Pass

(*Continued from page 725*)

have demonstrators. So it can be stated quite definitely that the second part of the rule is designed to eliminate demonstrators altogether.

The enforcement of either or both of the parts of this rule dealing with demonstrators is certain to have a marked effect upon the merchandising of cosmetics. For unless manufacturers can get the Commission or the courts to define "proportionately equal terms" in some manner which will not be based solely upon volume but will include some other factors such as prestige, location, store traffic, and other important factors, demonstrators as we have known them are doomed.

For if demonstrators are to be allowed only on a basis of volume, the manufacturers must make some changes in their methods of allocating demonstrators or must quite sharply increase the number of demonstrators employed. Under such circumstances, the only way in which a manufacturer can control the situation is to restrict his sales to a small number of large stores doing a very large volume in his line. By such a procedure a manufacturer greatly restricts his distribution and automatically limits his potential market. However, there is the probability that a manufacturer must furnish demonstrators only to any one class of buyers who are in competition with one another. Therefore, if he chose to sell direct only to those retail stores in which he wishes to have demonstrators, he can in addition sell wholesalers and let other retailers buy his goods from the wholesalers. Certainly the manufacturer does not have to give demonstrators to wholesalers, and likewise he does not have to give demonstrators to retailers who buy from wholesalers and who have no business relations with the manufacturer.

If manufacturers want to keep a large number of direct accounts and supply demonstrators on a basis in relation to volume, then they will have to employ many traveling demonstrators who go from store to store for very short periods of time. The only other choice that a manufacturer has is to reduce the number of items in his line to those cosmetics which have been sufficiently demonstrated so that the public is well acquainted with them and will buy them. In this case the manufacturer would have to increase his advertising so as to overcome the loss of demonstrators.

If complete elimination of demonstrators as called for in the second part of the rule adopted by the conference is demanded, then there is very little that the manufacturer can do about it. Such a state of affairs would simply mean a radical change in the merchandising methods of those who have employed demonstrators. This change would doubtless have to take the path of increased advertising to maintain volume, such a step naturally calling for a reduction in the number of items in the lines. As a matter of fact it is questionable whether the salon business of certain manufacturers, where demonstrators for treatment could still be employed, could support lines of from one hundred to four hundred items.

Manufacturers might be able to work out some plan to pay certain stores for special services under a restricted distribution plan or under a plan of selling direct only to those stores whom the manufacturer would want to perform such services and making other stores buy from the wholesaler. These stores would then maintain a specialist on the line, and the specialist would be paid by the store. This would, in effect, be a demonstrator, but since the demonstrator would be paid by the retailer, the method would be entirely legal.

The ultimate effects of the elimination or restriction of demonstrators would probably be: Much broader distribution for most lines; increased advertising paid for with the money which now goes to demonstrators; better displays; increased consumption of all cosmetics; perhaps a slight downward trend in some prices.

Cough Therapy

(*Continued from page 743*)

This combination of synergistic drugs is noteworthy by virtue of its containing sodium citrate which is a most versatile drug. It is not only an expectorant but is a diuretic, refrigerant and systemic antacid. These attributes are all highly desirable in the treatment of "cold" diseases.

Syrup of ipecac	min. 48
Sodium citrate	gr. 40
Benzycin	gr. 20
Syrup of thyme	qs. oz. 1

This constitutes another formula of innocuous but therapeutically potent drugs.

Sodium citrate	gr. 40
Ephedrine sulphate	gr. ½
Syrup of thyme	qs. oz. 1

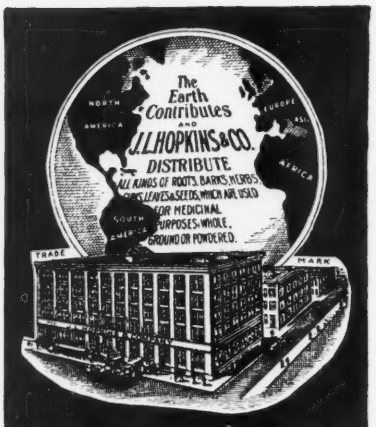
The small amount of ephedrine contained herein will serve as an antispasmodic with but slight if any secondary reaction, i. e. nervous stimulation.

References: Sollman, Manual of Pharmacology
Bernard Fantus, Jr. A. M. A. Feb. 1, 1936.

BASIC INGREDIENTS

FOR TOILETRIES • COSMETICS • PROPRIETARIES

In literally hundreds of cases, Hopkins' Foreign and Domestic Botanical Crude Drugs surpass in quality U. S. P., N. F. or Government requirements, usually by a substantial margin. Each article assures you 100% maximum, unadulterated strength, tested, true-to-name and quality. Our complete stocks include every Domestic and Foreign Botanical Crude Drug for which there is a commercial demand—as well as prepared Specialties of a very high order and decided economy.



"Quality is remembered long after price is forgotten"

Deolated Almond Meal	*Henasoap Shampoo*
Balsam Tolu	*Indian Gum (Karaya)*
Benzoin Gum	*Talcum*
Chalk (Precip.)	*Irish Moss*
Chinese Shavings	*Lavender Flowers*
Cuttle Fish Bone	*Olibanum*
Gum Arabic	*Orris Root*
Gum Tragacanth	*etc., etc.*

HOPKINS' FACTOLAC

● For the preparation of permanent emulsions of both fixed and volatile oils. Insures complete homogeneous mixture of oils and water without trituration or special apparatus. An ideal emulsifier.

HOPKINS' NEUTRAL WHITE SOAP

● Powdered, granulated. Contains no soap bark, free alkali, free acid or heavy metals. Totally free of rosin, sugar and foreign matter. Snow white.

EGYPTIAN HENNA

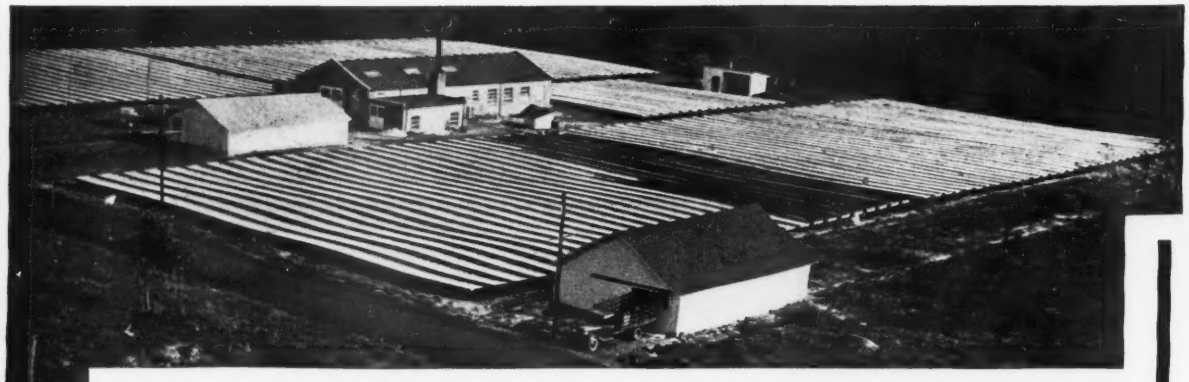
● Consists solely of choice Egyptian leaves. Laboratory tested, absolutely unadulterated. Milled on slow-stone grinders assuring intactness of full coloring content. Purely vegetable.

FREE ON REQUEST

SAMPLES, PRICES AND PRICE LIST OF HOPKINS' CRUDE BOTANICAL DRUGS AND LABORATORY BASIC SPECIALTIES.

J.L.HOPKINS & COMPANY 220 Broadway NEW YORK

. . . 106,500 square feet of SUPERFINE BEESWAX!!



Visit our plant and convince yourself that we do produce a 100% sun-bleached beeswax. Our facilities include 142 bleaching racks, each 150 x 5 feet, enabling us to produce 70,000 pounds of K. K. pure beeswax per month.

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INDUSTRY'S BOOKS

Any book reviewed in this section can be purchased direct from THE DRUG AND COSMETIC INDUSTRY at regular publisher's price.

Cosmetic Dermatology, by Herman Goodman, 591 pages, McGraw-Hill Book Company, Inc., New York, $6.50.

Although the title of this book is misleading in the sense that it is more nearly an encyclopedia of cosmetic manufacture than it is a text on dermatology, the work is of first importance. The first half is devoted to a dictionary of raw materials used in cosmetic compounding; the second half comprises formulas for many types of cosmetics with some discussion of the physiology of the skin. Formulas have been gleaned from many sources, as well as originated, and so modified that the products stand up under shelf testing.

The dictionary itself is unusually complete, comparing favorably with those available in some of the standard Continental works, and is divided into groups of substances described in official sources and those not officially described. For each material, the first descriptive paragraph, "Action and Purposes in Dermatocosmetics" is especially valuable. Succeeding chapters, covering the whole field of cosmetic manufacture and application to the skin, include fine descriptive material on the physiology and pathology of the skin, a discussion of factors in the formulation of the cosmetic preparation, and a large group of formulas. Vitamins and hormones are cautiously discussed.

The author is a well-known dermatologist and is thus qualified to write along lines best avoided by others in the cosmetic field. For the same reason, however, the point-of-view and the chemical knowledge are not always satisfactory. To quibble, the dictionary could have been improved if English, rather than Latin names had been given to the items. In the body of the book, the author indiscriminately talks to the manufacturer, the consumer, and to fellow physician, which sometimes leads to confusion. The formulas themselves, although probably leading to stable products, are often not in accord with best modern practice, particularly notable being the great excess of alkali present in shaving creams and in some of the cold creams.

These faults have been mentioned because they contrast sharply, and are relatively minor, when compared with the immense amount of valuable information included in this indispensable work.

Remington's Practice of Pharmacy, by E. Fullerton Cook and Charles H. LaWall, Eighth edition, 2180 pages, 703 illustrations, J. B. Lippincott Co., $10.00.

The authors of this eighth edition have been associated with its editorial staff since 1901. In the past quarter of a century the practice of pharmacy and pharmaceutical education have undergone revolutionary changes. Both E. Fullerton Cook and Charles H. LaWall have been intimately familiar with every pharmaceutical development of this period. The completeness has been assured by the assistance of 35 collaborators, experts in their respective fields.

This eighth edition has as a basis the new U.S.P. XI; the N.F. VI; and the latest edition of the New and Non-Official Remedies; but numerous other important therapeutic agents and notable unofficial preparations have been included.

A glance at the contents of this new edition will reveal something of its extensive scope: Part I: Introduction, History, Pharmacopoeias, Formularies and Other Standard Books. Part II: Technical Operations In Pharmacy. Part III: Galenical and Other Pharmaceutical Preparations. Part IV: Inorganic Chemical Compounds. Part V: Organic Chemical Compounds. Part VI: The Responsibility of The Pharmacist Under The Law. Part VII: The Pharmacist As An Analyst. Part VIII: The Manufacturing Pharmacist. Part IX: The Professional Pharmacist. Part X: The Pharmacist In Public Health Service. Part XI: Biological Products. Part XII: Specialized Pharmacy. Part XIII: Antidotes. XIV: Glossary of Uncommon Pharmaceutical and Technical Names, Terms, and Substances. Glossary of Medical Terms. Useful Formulas and Their Ingredients.

Candle Manufacture, by Dr. N. N. Godbole, Benares Hindu University, published 1935, paper binding, 29 pages illustrated $1.50. Chemical Publishing Co. of N. Y. Inc.

The subject of candle manufacture seems to be fairly well covered in this little book which is the result of the practical experience gathered in the Denares Hindu University. Chapters include "Raw Materials," "Auxiliary Materials," "Wicks," "Melting Point," "Unit of

Books - OF IMPORTANCE TO DRUG AND COSMETIC MANUFACTURERS

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Modern Cosmetics—Chilson, 396 pp.	$ 6.00
Perfumes and Cosmetics—Askinson, 392 pp.	6.00
Moderne Parfumerie—Mann (German), 516 pp.	12.00
Leitfaden Der Modernen Parfumerie—Burger (German) 208 pp.	3.50
Preparation of Perfumes and Cosmetics—Durvelle, 419 pp.	10.00
Perfumes, Cosmetics & Soaps—Poucher Vol. I 439 pp.	8.00
Vol. II 426 pp.	8.00
Vol. III	7.00
Lexikon der Kosmetischen Praxis—Springer (German) 705 pp.	32.00
Modern Parfumerie—Mann-Winter(German)522pp	12.00
Handbuch Der Gesamten Parfumerie Und Kosmetik—Winter (German) 997 pp.	26.00
Cyclopedia of Perfumery—Parry (2 vols.) 844 pp	10.00
Chemistry of Essential Oils and Artificial Perfumes—Parry, Vol. I 549 pp.	12.00
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FORMULARIES

Manufacturers' Practical Recipes—Jameson, 579 pp	$10.00
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Practical Flavoring Extract Maker—Kessler, 126 pp	4.00
The Medical Formulary & Prescription Manual—Dauer.	3.50
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Flavours & Essences, a Handbook of Formulae—Gazan, 115 pp.	10.00

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The Biochemistry of The Lipids—Bull, 127 pp.	$3.25
The Theory of Emulsions and Their Technical Treatment—Clayton, 458 pp.	8.00
Handbook of Chemistry and Physics 20th Ed.	6.00
Commercial Organic Analysis—Allen, 10 vols. each vol. sold sep. per vol.	7.50
Inorganic and Theoretical Chemistry—Taylor,832 pp	6.00
A Short Organic Chemistry—Taylor, 375 pp.	3.00
Technical Aspects of Emulsions—150 pp.	2.50
Chemical Dictionary—Hackh, 790 pp.	10.00
Vegetable Fats & Oils—Jamieson, 444 pp.	6.50

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Dollar Makers—Eager, 197 pp.	$ 2.00
Retail Selling and The New Order—Collins,203 pp	2.50
The Road to Good Advertising—Collins, 217 pp.	2.50
How to Run Better Sales Contests—Kaufman, 222 pp	3.50
What Makes People Buy—Laird, 237 pp.	2.50
Rex Cole on Salesmanship—Rex Cole, 253 pp.	2.50
Wholesale Accounting and Control—Heckert & Stone, 234 pp.	3.00
The Law of Drugs and Druggists—Arthur, 487 pp	3.00

BEAUTY CULTURE

Our Vanishing Hair—Nessler, 140 pp.	$ 2.00
The Successful Hairdresser—Wilson, 416 pp.	3.50
Modern Beauty Culture—Verni, 434 pp.	10.00
The Beauty Culture Handbook—Hanckel, 177 pp.	1.50
Modern Beauty Culture—Smith & Rockwood, 290 pp.	3.00

MEDICAL

The Kidney in Health and Disease—754 pp.	$10.00
Tuberculosis—Holmes, 312 pp.	2.00
Nervous and Mental Diseases—Maloy, 551 pp.	7.50
Diseases of Women—Crossen & Crossen, 8th Ed. 999 pp.	10.00
Internal Medicine—Musser, 1288 pp.	10.00
Forensic Medicine—Kerr, 311 pp.	3.60
Pocket Pronouncing Medical Dictionary—Gould. Thumb index.	2.00
	2.50
A Treatise On Medical Jurisprudence—Oppenheimer, 290 pp.	4.00
Physiology in Modern Medicine—Macleod, 1154 pp.	8.50
Treatise on Permanent Wave Burns—Eberhart.	2.00
Recent Advances in Dermatology—Goldsmith, 522 pp.	5.00
Rational Pharmaceutical Treatment of Common Skin Diseases—Goodman, 345 pp.	5.00
Introduction to Dermatology—Sutton, 566 pp.	5.00

PHARMACEUTICAL

Potter's Therapeutics, Materia Medica and Pharmacy—Scott, 997 pp.	$ 8.50
Modern Drug Encyclopedia and Therapeutic Guide—Gutman, 1393 pp.	7.50
United States Dispensatory—Wood-LaWall,1792pp	15.00
Remington's Practice of Pharmacy—8th Edition, 2162 pp.	10.00
U. S. Pharmacopoeia XI—675 pp.	5.00
Essentials of Pharmacy—Snow 804 pp.	7.50
Handbook of Pharmacogno.y—Halliburton & McDowall, 971 pp.	5.00
Pharmaceutical Chemistry—Krantz, 282 pp.	3.50
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Textbook of Physiology—Zoethout, 694 pp.	4.75
Practical Pharmaceutical Chemistry—Cooper & Appleyard, 136 pp.	1.75
A Manual of Pharmacology—Sollman, 123 pp.	7.50
British Pharmacopoeia—1768 pp.	10.00
French Pharmacopoeia—999 pp.	10.00
German Pharmacopoeia—854 pp.	12.00
Swiss Pharmacopoeia—1244 pp.	15.00

MISCELLANEOUS

The Exporters' Encyclopedia, 1936—1780 pp, net with bulletin service.	$20.00
Psyllium Seed—Montague, 170 pp.	2.00
Pyrethrum Flowers—Gnadinger, 380 pp.	5.00
Trade-Marks for Perfumes, Toilet Preparations and Soaps	25.00

NEW BRITISH BOOKS

Technical Aspects of Emulsions—Freundlich.	$4.00
Distillation—Reilly.	1.25
Inorganic and Theoretical Chemistry—Taylor.	6.00
The Chemists' Year Book—Atack.	6.00

The Drug and Cosmetic Industry

101 WEST 31st STREET
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For other titles, consult our Book Dept.

Light," "Manufacture of Candles," etc. All the machinery necessary for manufacture is illustrated.

Principles of Chemistry, by Joseph H. Roe, Ph.D., Fourth Edition, 475 pages, cloth, The C. V. Mosby Co., Price $2.75.

This is an introductory textbook of inorganic, organic and physiological chemistry for Nurses and students of home economics and applied chemistry. It contains laboratory experiments. The fourth edition of this work has been made necessary by the marked advances in chemistry that have been made in the past four years. This is particularly true of the chapter on vitamins and hormones. There is added chapters on the sex hormones, the pregnancy tests, and the thymus gland. The book is intended to meet the requirements of the forty-five to sixty-hour courses in chemistry for nurses recently recommended by the National League of Nursing Education.

Disinfection and Sterilization, by E. C. McCulloch, 525 pages, Lea & Febiger, Philadelphia, $5.50.

This book is a reference work for bacteriologists, physicians, public health workers, laymen concerned with sterilization and disinfection, etc. The latest information on the germicidal value of disinfectants and their action upon different species of microorganisms is assembled in the book, much of the material being presented for the first time in an easily understandable manner.

A Pocket Book for Chemists, by Thomas Bayley, edited by Robert Ensoll, The Chemical Publishing Company, N. Y., $3.50.

This handbook, containing much of the material found in the usual handbook, profits from a somewhat different arrangement and selection of material. Seven major sections are on mathematics, weights and measures, physical data, general analysis, gravimetric analysis, volumetric analysis, and a compilation of miscellaneous information.

Modern Technique for Beauty Culturists, by Elizabeth McGrath and Noble M. Eberhart, Second Edition 100 pp. New Medicine Publishing Co., $2.00.

This is an invaluable little book for anyone engaged in the beauty parlor business. The various chapter headings explain the contents: Physical Therapy As Applied To Beauty Culture; Complexion Care; Facial Muscle Toning; The Care of the Scalp; The Importance of Beautiful Arms and Hands; Skillful Service as a Means to Increased Earnings; What Every Beauty Technician Should Know.

The Hair In Health and Disease, by Edward Lawrence, 181 pages, cloth $1.75, Pitman Publishing Corporation.

That alopecia is a minor sign of the modern decadence of civilized man; that there is such a thing as natural baldness; that hypertrichosis or excess of hair can be either an inheritance from ape-like ancestors, or may be due to the abnormal action of the ductless glands; and that in either case it is capable of being transmitted from sire to son is the deductions drawn and explained in this work. The main fault with this work seems to be the tendency of the author to wander somewhat away from the subject.

The Poison Pen of Jersey, by F. D. O'Sullivan, published by The O'Sullivan Publishing House, Chicago, $2.75.

This is an attempt to answer propaganda spread by organizations such as "Consumers Research" against cosmetics and other manufactured articles. Since the author raises the all-too-familiar red scare and tries to answer criticism in the same unmeasured and unreasoned terms used by the so-called consumer organizations, the book is of little value except as temporary diversion. The industry, knowing its standing, has more to fear from its too flightly defenders than from crude attackers.

Introduction to Materia Medica and Pharmacology, by H. A. McGuigan and Edith P. Brodie, First Edition illustrated, 580 pages. C. V. Mosby Co., $2.75.

For convenience this work has been divided into two parts: Part I—Elementary Materia Medica; Part II—Advanced Materia Medica and Therapeutic Application. Of special note are the chapters on solutions and arithmetic. Although of vital importance these subjects have often proven difficult to students so that great care has been taken in this work to make these chapters correct and clear.

How to Sell To and Through Department Stores, by E. B. Weiss, cloth 216 pp., McGraw-Hill, N. Y.

At last here is a book on selling that is really worth while. It deals not with theory alone but actually produces and sells the goods—right through the department store. Harmony between producer and retailer result in increased earnings for both. This book explains how this can be brought about. Of particular interest to salesmen is the chapter "What Manufacturers' Salesmen Should Know About Retail Merchandising." This book will undoubtedly be widely read by manufacturers who sell their merchandise to department stores as its incorporation as a series of articles in Printers' Ink has been highly successful.

Interpretation of Laboratory Findings, by R. H. Goodale, 170 pages, published by F. A. Davis Company, Philadelphia. $2.25.

This book gives in compact form laboratory data which the physician uses in his daily practise. Part I is made up of normal values and the interpretation of abnormal values of the various body fluids and excretions. In part II the diseases are listed alphabetically; part III briefly discusses the physiologic pathology of the body fluids and excreta and part IV contains methods of collecting and preparing body fluids and tissues for the laboratory.

Chemical Synonyms and Trade Names, by William Gardner, 495 pp. D. Van Nostrand $12.00.

This well-known dictionary and commercial handbook

(Continued on page 786)

ANOTHER LEADING MANUFACTURER—

One corner of the United Drug Co.* laboratory showing Stokes "DD-2" heavy-duty Rotary Tablet Machine (right) for making larger tablets and for "slugging" and the latest model Stokes "BB-2" Rotary (left) for subsequent tablet making.

*One of the leading pharmaceutical manufacturers, here and abroad, who are users of Stokes equipment.

Uses Stokes Tablet Machines

For

Slugging

as

well

as

Tablet Making

For more than a quarter of a century the United Drug Co. has used a large battery of Stokes Tablet Compressing Machines to which from time to time they have added new machines. Just recently, when they further expanded their tablet-making facilities, they selected the latest model Stokes Rotary machines and auxiliary equipment. This most recent addition includes a large "DD-2" for "slugging" granulations and for making larger tablets, four "BB-2" models for quantity production of certain tablets, two "D-3" machines, three oscillating granulators, special-metal mixers, and coating and polishing pans.

These latest Stokes machines embody features found on no other equipment. Their modern design reflects our close association of more than 40 years with the pharmaceutical industry. Within the past five years every Stokes single-punch and rotary tablet machine, as well as all the auxiliary equipment, has been replaced by a new or an improved model. When you are expanding your facilities or replacing your present equipment it will pay you to investigate carefully the advantages of these new models.

We also maintain a laboratory division which is at your disposal, enabling us to cooperate with you in the solution of certain of your manufacturing problems. This division has played an important part in advancing the technique of lubricating granulations, in developing the "slugging" method of granulating, in improving enteric coatings, etc.

SEND FOR:

(a) "Granulating by Slugging," an article reprinted from DRUG & COSMETIC INDUSTRY.

(b) Stokes new folder, "Tablet Making Machinery," describing all necessary equipment in detail.

STOKES PHARMACEUTICAL EQUIPMENT

Tablet Making Machines	Percolators and Extractors	Lip Stick Molds
Granulating Mixers	Bottle Washers	Compact Presses
Oscillating Granulators	Solvent Recovery Apparatus	Ointment Mills
Coating and Polishing Pans	Vacuum Pumps	Capsule Molds
Drying Closets	Tube and Jar Fillers	Capsule Fillers
Drug Mills	Powder Fillers	Vacuum Stills
Ball and Jar Mills	Jacketed Kettles	Vacuum Dryers
Sifters and Mixers	Emulsifiers	Water Stills
Tablet Triturate Molds	Suppository Molds	Special Machinery

FJS **F.J.STOKES MACHINE COMPANY** ESTABLISHED 1895

PHARMACEUTICAL EQUIPMENT

5932 Tabor Road — Olney P. O. — Philadelphia, Pa.

PRODUCTION FORUM

BY Francis Chilson
PRODUCTION ENGINEER

FLOOR HEATING

Over in Philadelphia a large machine shop has tried out the new German idea of heating industrial buildings through the floors, and a friend of ours, who has seen it, says it's a swell idea. Also a very logical one when you think of it. The method is applicable only to new construction. It consists simply in laying steam pipes in the floor area and pouring concrete over them. The pipes of course must be spaced at correct intervals to secure uniform radiation. In this manner the floors heat up and warm the building by radiation. No other radiators or heating devices are required. The concrete never gets hot enough to be uncomfortable and the slow uniform radiation over an entire floor area keeps the building at the required temperature. There are no wide temperature fluctuations as there are in other systems, and at night, the building does not chill off as much. When you come to think of it, how logical this is. There can be no hot spots and no cold spots, regardless of the erection of partitions or the placement of machinery. This at once makes a building more flexible and less expensive to alter because a partition change does not also require an alteration in the heating system at the same time. Such a floor should make it easier to keep a building clean as wash water and leaks would evaporate quickly. Worries about leaks in the steam system would be eliminated because the wet concrete would seal all joints and pores when the floor is poured. The idea seems technically sound. The builders of Boulder Dam put pipes into it for the purpose of removing the heat generated by hardening of the concrete, so if this is sound, the opposite is too. This suggests another application in insulating roofs against the heat of summer. By laying pipes in the roof slab just under the roofing material, it would be possible to circulate cold water through them to absorb the heat that otherwise would penetrate through the roof into the building. Many manufacturers follow this idea by keeping their roofs flooded and by spraying them constantly. But the first idea seems better for the reason that the water would not be wasted as it could be used for boiler feed and for process work after it had circulated through the roof pipes. Incidentally we have been informed that where the heated floors have been tried they have eliminated foot complaints from workers who have to stand constantly on concrete.

READ CAREFULLY

On two occasions in the past we have mentioned the need for a self contained face powder plant in which powder could be mixed and milled at the same time. We pointed out that the use of a pulverizer entails the use of a mixer to proportion the ingredients beforehand. Then, a more or less dusty transfer to the pulverizer is required. If the colors of successive batches are to be matched perfectly, the milled powder must be mixed again and adjusted, owing to the fact that no two successive lots of coloring matter are ever exactly alike.

It appears now that there is already a machine on the market which with a few modifications, will fill the bill exactly. You'd never guess what it is, not in a thousand years. It is a standard sausage cutter which has been in use in the meat packing industry for many years. These machines look like ordinary, horizontal type face powder mixers from the outside. Inside they are radically different. The bottom of the mixing trough is divided into two sections, like the bottom of a double arm mass mixer, with the sections running parallel to the side walls of the mixer. Each section contains an open spiral. One spiral forces the material to travel in one direction, the other forces it to travel back again from the cutting or bashing chamber. This chamber forms one end of the machine. It contains a series of knives mounted on a high speed shaft. The material from the feed spiral is forced into these knives and it is given a terrific beating in the bashing chamber and then is carried around to the other spiral which returns it to the opposite end of the machine. At this point it is fed into the feed spiral again. But if it is sufficiently milled and the color matches perfectly, the discharge gate may be opened and the product discharged.

At the present time the helical screws operate at 60 r.p.m. and the cutter revolves at a speed of 1100 r.p.m. Obviously this isn't fast enough for extremely fine grinding, although it will suffice for the majority of cases. So when we investigated the machine we suggested speeding

What's going on behind your back?

OBSOLESCENCE in packaging machinery or methods often sneaks up on you—saps profits behind your back, so to speak. Of course, you would not knowingly waste money—but there are ways of *saving* that may not have come to your attention, or your packaging department's.

For example, you may still be wrapping all or part of your production by hand, because you feel that your volume on any one product or size of package does not warrant the investment in a machine. You can now obtain a very moderately priced wrapping machine that handles many different sizes of packages and uses practically any type of wrapping material. In recent months many concerns have installed this machine and are making substantial savings.

Even in plants that do all their packaging operations by machine, savings can be made by replacing obsolete machines with modern types. Modern machines run faster—greater production from labor and floor space. They require less material to wrap the package—also waste less. Moreover, machines equipped with Electric Eye for registering printed roll stock enable you to buy material in this economical form, saving at least *20%* on cost. And they do a better job, adding to the appearance and salability of the product.

If you will write and tell us what your present packaging equipment is, we will tell you what our latest machines of each type will do in comparison.

Some of the many products wrapped on our machines.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK • CHICAGO • CLEVELAND • LOS ANGELES
MEXICO, D. F., Apartado 2303

Melbourne, Australia: Baker Perkins, Pty., Ltd. Peterborough, England: Baker Perkins, Ltd

PACKAGE MACHINERY COMPANY
Over 200 Million Packages per day are wrapped on our Machines

up the beater shaft to 2000 r.p.m. Also we suggested replacement of the standard cutting knives with square faced hammers to be mounted on the drive shaft and we suggested changes in the design of the bashing chamber. The maker of the machine was sitting on a gold mine and didn't know it because his experience was limited to the packing industries. But he went into action fast and is already working on the changes in design suggested by us.

Here's what a face powder maker will be able to do with this machine: He will dump all the ingredients, the color and the perfume into the mixing trough. The machine will then do its own pre-mixing. It will pulverize the batch and finish it to perfection. The batch can be left in the machine until samples show a perfect color match. To provide for differences in the intensity of coloring matter, the face powder maker will be able to add a little more colors or a little more white powder, just as he would in a mixer. We would be very much surprised if it took more than fifteen minutes to finish a batch using raw color. In cases where extended colors are used, this period of time would be cut in half. Thus the machine provides for the entire process without transfers, without conveying mechanisms and without dust. By the same token it would not be an impossible task to build a sifting element into it. But with proper pulverization this should not be necessary.

It is curious to note the number of interesting by-products that are uncovered by production research. We came upon this machine during the course of an investigation upon an entirely different product and for an entirely different purpose. When we got a chance to examine the machine we could see no end of possibilities for it. As a matter of fact, when we first uncovered it, we thought it would (and it certainly will) be useful to us in connection with cutting a certain drug to a uniform mesh. So far as we know, no one in the trade was ever required to grind a drug within the close tolerances that in this case were given to us. All of the customary types of grinding equipment were useless because the material could not stand attrition or impact, nor could it be moistened. So we were looking for a machine which would feed the material at a slow, uniform rate and which would make a clean cut without attrition or impact. So after we'd looked from Hell to Harlem we turned this up. It looks to us that this machine will not only provide the answer to face powder making but it will also be a swell machine for cutting crude drugs uniformly for percolation.

We will be very glad to hear from all those who are interested in mixing or grinding whether it be face powder, rouge or drugs. We'll be glad to give you the manufacturers name. Meanwhile as soon as suggested changes are made we shall make another report on it.

STILL

The Precision Scientific Company, 1743 N. Springfield Avenue, Chicago, Illinois announces a new Midget Water Still producing one quart per hour of pure distilled water on only 800 watts current consumption, for plugging in to any standard electric outlet. The new still offers many of the same tested and approved prin-

ciples of design as exemplified in "Precision" laboratory and industrial type water stills in the larger sizes. After water and electricity are turned on the still operates automatically. It needs no permanent piping connections, since water supply and drain are adequately served with rubber tubing.

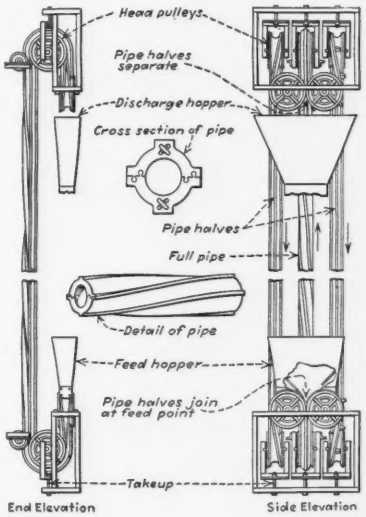
Volatile gases such as carbon dioxide, chlorine, and ammonia are expelled through a screened vapor exit at the top of the long condensing column before the vapors are condensed, rendering the water gas free.

There are no valves or floats to manipulate, no moving parts to get out of order, no coils apt to lime, leak or clog, and the dome is easily removable to facilitate cleaning.

The still is built of heavy brass and copper, with all evaporating and condensing surfaces coated with pure block tin, and exterior nickel plated. Dimensions are 23″ high, 8″ diameter, overall width 11″.

CONVEYING MATERIALS

We had the pleasure a few years ago of bringing to your attention a distinctively new type of conveyor—the Redler Conveyor. The Redler conveyor is a remarkable machine in many ways, but one of its deficiencies is that it is rather difficult to clean to the degree made necessary in handling a variety of materials which contaminate each other. It can of course be cleaned better than many types of conveyor, but still not enough to find universal use. This obstacle appears to have been hurdled by a new type of conveyor, as different from the Redler as the Redler was from bucket elevators. This new conveyor, made by Johns Conveyor Corp., 605 Broad Street, Newark, consists essentially of a moving rubber pipe line. This pipe or hose is made up of two sections, each of which, when closed, dovetails with the other. Inside of the pipe there are rubber partitions for the purpose of preventing slippage and packing in high vertical lifts. The pipes are made in continuous sections which travel around pulleys at the loading and discharge points in the system. These pulleyes are so designed that they impart a slight twist to the pipe, thus preventing any possibility of opening at the seams. In operation, the pipe passes around a pulley at the bottom of the system and is opened up to receive its load. It closes again, carrying the material to the discharge point where it is again opened for discharge. To use a delicate comparison, the system is like a traveling gut. It is claimed that the conveyor will carry in any direction and for any distance, with as many bends or turns as may be required to fit it into a given space. One of the engineers of the company informed us that this conveyor will handle any kind of material wet or dry, and that indeed, it can be used for conveying liquids. Sizes are available with pipe diameters from two to twelve inches, having capacities from six to one thousand tons of material

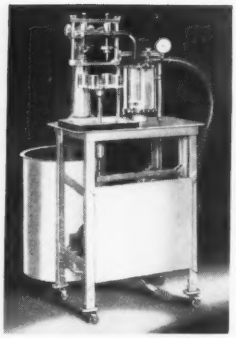


Typical set-up of new moving pipe conveyor, with details of pipe construction.

per hour depending upon its density. It is claimed, that since the material in the conveyor does not move abrasive effects are avoided, and that being rubber, there is no danger of corrosion.

As to cleaning, this is made easy because the conveyor dumps itself completely. Because the entire system travels to one place, a man can stand at the feed point where the pipe opens up and either blow it out thoroughly or wash it out with a hose. We are planning to look over an installation in the near future. The thing

U.S. BOTTLING—MACHINERY



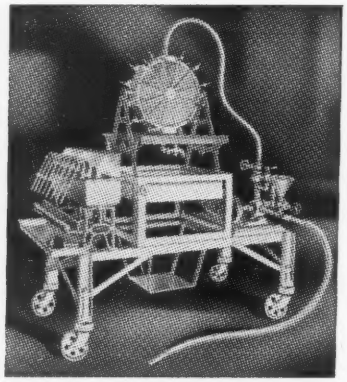
U.S. Hand Vacuum Filler

Has an established acceptance and proven efficiency. It can be obtained for Fully Automatic or Semi-Automatic operation.

We show here some of the well-known U.S. Equipment that is in extensive use in bottling plants thruout the country, utilizing semi-automatic operation.

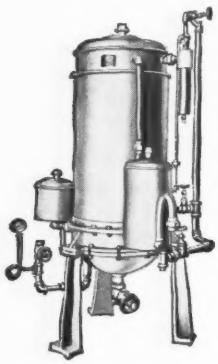
U S. 8-tube Siphon Filler

U.S. Portable Drain Truck

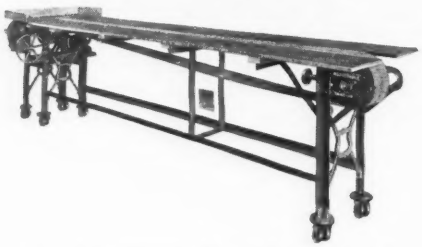


A One-man Combination Outfit for Filtering, Filling and Pumping

U.S. Revolving Conveyor Table



"Polar" Water Still Manufactured exclusively by us



U.S. Belt Conveyor Tables in 10 foot lengths

U.S. Rotary Washer and Rinser

MORE OUTPUT WITH LESS LABOR

Bottling and Packaging Engineers and Manufacturers of a complete line of Automatic and Semi-Automatic Bottling Equipment.

MORE OUTPUT WITH LESS LABOR

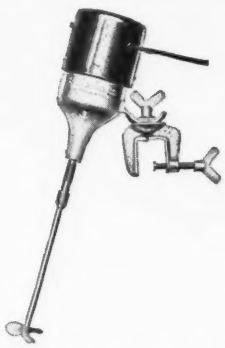
U. S. BOTTLERS MACHINERY CO.

4009-4027 No. Rockwell St. Offices in all principal cities CHICAGO, ILL.

looks good to us for handling face powder; for handling ground drug to percolators; for handling exhausted marc to dregs stills and for other operations requiring a conveyor that can be cleaned thoroughly.

LIGHTNIN'

Mixing Equipment Company, Inc. of Rochester, New York makers of "Lightnin'" Portable Mixers announce the development of a new style model "L" laboratory mixer. Powered by a 1/30 H. P. totally enclosed, air-jacketed and fan cooled motor, this mixer duplicates on a laboratory scale the actual work of large scale production. It is ruggedly built and designed for continuous duty operation at full load. Shafts and propeller furnished



either in stainless steel or monel metal. Wing nuts permit numerous adjustments to produce a wide variety of mixing actions.

The Model "L" is furnished with monel tube and chuck which permit five inches of shaft adjustment. The housing is equipped with an oil-less outboard bearing. Housing is tapered for insertion in small neck bottles or jugs. This mixer can be equipped with folding propellers which open by centrifugal force after insertion into small openings. Can also be fitted with bung-hole adaptor. The weight complete is slightly under seven pounds.

Besides its laboratory uses, this model is finding many applications on a commercial scale for mixing small batches of fluids.

PILOT PLANT INC.

There is a keen need for an industrial and chemical engineering laboratory to be operated on a pilot plant scale. No individual plant in the industry is big enough to have a complete pilot plant. No matter how extensive private pilot plants may be, they never are extensive enough to provide the variety of equipment that is needed by modern research. Always there is something lacking. It may be a fractionating column; it may be a special type of grinder; it may be a certain type of mixer. The result is that a good deal of delay and guesswork and risk is involved in developing a laboratory formula or a new process. Practically every machinery manufacturer maintains a testing laboratory at considerable expense. But none of them is worth anything insofar as a complete process study is concerned. You can get a filtering test made. You can get a mixing or a grinding test made. But when the process consists of several operations you are licked. For example, you may wish to run a test on a material that requires a certain type of mixing, followed by filtration. You send the material to the filter manufacturer and you learn that he has no mixer. You send the material to the mixer maker and you find that he has no filter. Very often a builder of mixers will have every kind excepting the one that will do the job the way you want it done. When the nature of the material is such that it can be broken up in lots and each operation tested individually, it is possible to conduct tests on various phases of the process at the same time. This, in the most favorable case, involves annoying delays and very often inconclusive results. All such tests should be conducted under the supervision of the man who must conduct the process eventually, but this is rarely practical because too much time is required to visit test plants in various places, and besides it isn't always possible for an equipment maker to run tests just at the time the man would be there. Another difficulty lies in getting equipment makers to run the tests in accordance with the procedure you give them. They haven't your experience, nor your viewpoint; they know more than you do about their own equipment, but they rarely have any practical conception of the equipment that has to function with it.

The Pilot Plant we would like to form would be more completely equipped than any plant in the industry. It would be conducted on a basis that would permit a manufacturer who is working out a secret process to send his own men in and run the equipment themselves. Its staff would be headed by an experienced and capable chemical engineer and a very good pharmaceutical chemist, who would give advice when asked for it. A nominal charge based on equipment and labor hours would be made for its services. It should be conducted as a non-profit organization, owned and subsidized by the trade.

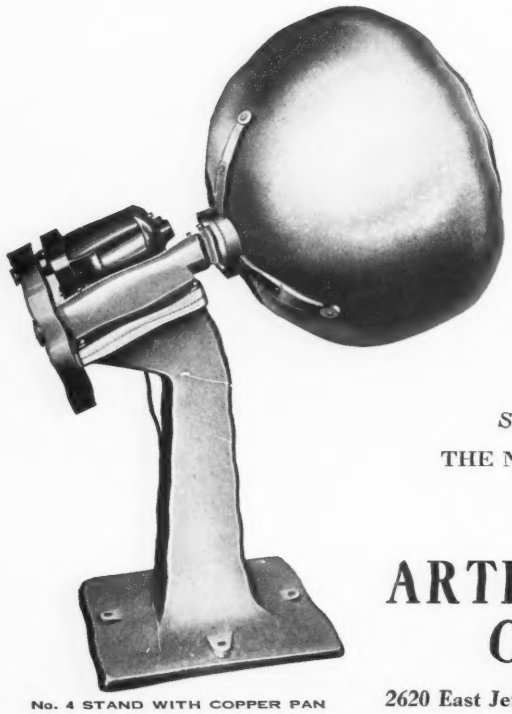
Everyone with whom we have discussed the idea agree as to the need for such an organization, but they all say it is an idealistic dream because the trade would not finance it. This may be true but we doubt it because this trade, like every other, spends a lot of money on scholarships, which may or may not produce tangible results. The organization we have in mind would be a very different thing from chemical engineering laboratories in colleges. It would be more completely equipped. It would be conducted by men with the necessary practical experience as well as the necessary training, instead of professors with limited experience and students with none. Anyway it's a grand dream and if a rich uncle leaves us a slab of dough we may organize such an enterprise ourselves—on a profit basis of course. It would be a very useful adjunct to our professional work.

AIR CONDITIONING

The subject of air conditioning continues to interest the trade. While much has been written, there is still a lot of guesswork about the subject. Survey engineers are capable of confusing the layman with all sorts of incomprehensible data and tricky charts. Boiled down to essential requirements all that an air conditioning system should be required to do is to provide an average humidity of 47% and a maximum summer temperature of 80° F. regardless of outside conditions. For the manufacture of effervescents a lower humidity will be required but this is very easy to secure. We are thinking primarily of securing comfortable working conditions in the office and in the factory. To arrive at what a complete system will cost installed multiply the number of square feet to be conditioned by $1.10 by one method. Another method: multiply the number of tons of load by $400 per ton. A ton of refrigeration suffices for approximately 4000 cubic feet of space. The first method was arrived at by the Austin Company, who have had years of experience in building air conditioned plants. The second method is generally used by air conditioning engineers. Both methods are rough of course. A detailed survey will make a difference in the figures of course, but for estimating purposes you will find either of the two methods given above fairly close. We've seen a lot of jobs which, estimated on either basis, came very close to the mark when the final figures came in.

There are numerous short cuts in air conditioning. One is to use deep well water, circulating it through fin coil unit heaters. Such a system, if enough well water is available, will provide summer cooling, and the same set of heaters can be used in winter for heating. The Austin company has just built a plant like this in the mid west, having a couple of big refrigerating units in the line which cut in only when well water is inadequate to provide sufficient cooling. Another method, when water is plentiful and cheap, is to keep a spray going over the entire roof. Still another good idea would be to circulate well water through the fin coil units and then through pipes laid into the roof slab. This would secure maximum use of the water. This same thought might be developed still further by spraying the exhaust water over the entire roof surface, which would lower surface temperature by evaporation. The main thing in air conditioning is to obtain a system that can be used for heating in winter as well as cooling in summer, and to provide means whereby natural ventilation can be used when outside conditions are favorable.

Something NEW in Tablet Coating Pans!



No. 4 STAND WITH COPPER PAN

The new electric direct drive stand for copper or galvanized iron tablet coating and polishing pans is the first important departure in the design of such pans in many years.

The new Colton Direct Drive Coating Pan is a complete self contained unit having its own direct drive mechanism mounted on the base, thus eliminating all belts and shaftings and making a pan much quieter in operation and very much easier to operate. The shape of these pans and the angle at which they are set are correct to give finest results in coating and polishing and are based on Arthur Colton's many years of experience of building such equipment for the drug industry.

These pans are made of copper or galvanized iron in a complete range of sizes and capacities to suit your requirements. Polishing pans can be lined with canvas at a small extra cost.

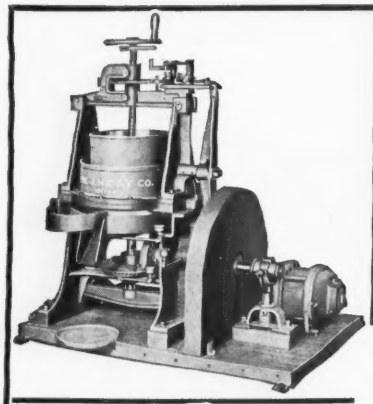
Send for our new circular

THE NEW ELECTRIC DIRECT DRIVE STAND

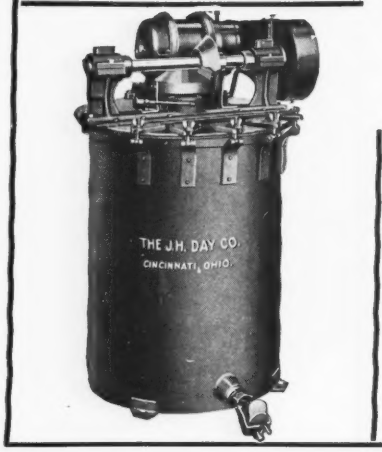
ARTHUR COLTON COMPANY

2620 East Jefferson Ave. Detroit, Michigan

GALVANIZED IRON PAN



Day Force Feed Ointment Mill

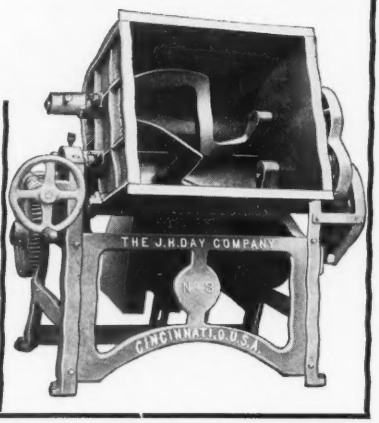


Day Hunter Sifter and Mixer

GRINDING, SIFTING, MIXING, DISSOLVING EQUIPMENT

For processing ointments, lipsticks, rouge-masses, tooth pastes and powders, bath salts, drug-extracts, tablet-granulations, heavy cosmetic pastes, clay packs, extraction of crude drugs under vacuum, heating or cooking during mixing, etc.

Descriptive material on processing equipment for these purposes will be mailed on request. Or if you have a specialized problem in processing, our engineering department will be glad to work with you in determining what equipment is best suited to your needs.



The J. H. DAY COMPANY

Factories and Principal Offices

CINCINNATI : : : OHIO

Day Paragon Liquid Mixer

Day Cincinnatus Double Arm Mixer

ABBÉ - LENART MIXERS

Pay Production Profits

Change can type Lenart Mixer, built in all convenient sizes.

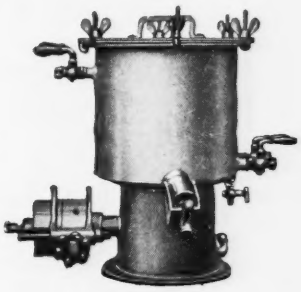
THEY GRIND--DISPERSE--DISSOLVE--EMULSIFY IN ONE OPERATION

- In One Third the Time Now Required
- With Reduced Operating Cost
- With Less Power Consumption
- In Less Floor Space
- More Rapid, Easier Cleaning

Let Us Prove It

We'll test your product in our laboratory or send you a Lenart on trial. You judge its merits.

For liquids—semi-liquids—pastes—emulsions—lotions—liniments—ointments—creams.



Lenart Mixer for operation under pressure or vacuum. Also for heating and cooling.

ABBÉ ENGINEERING CO.

Mills—Mixers—Cutters—Sifters—Emulsifiers

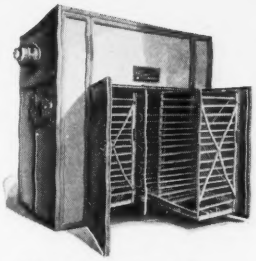
56 Church Street New York, N. Y.

FOR LIQUIDS • SEMI-FLUIDS • SEMI-PASTES • PASTES • EMULSIONS • LOTIONS • LINIMENTS
SOAPS • CREAMS • OINTMENTS • TOOTH PASTE

DRYING AND COOLING MACHINERY

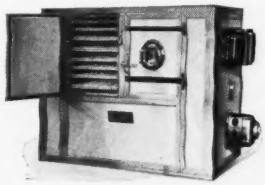
by PROCTOR

FOR DRUGS AND COSMETICS

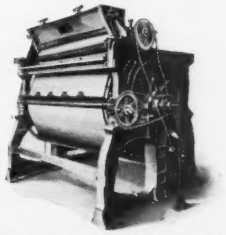


New Proctor Truck Dryer

New Proctor Laboratory Dryer



New Proctor Cabinet Tray Dryer



New Proctor Soap Chilling Roll

Proctor Dryers are being successfully used by many of the large drug, pharmaceutical and cosmetic manufacturers for the scientific and uniform drying of a wide variety of products, and the Proctor Soap Chilling Rolls and Dryers are standard equipment among the large soap manufacturers of the country. If drying is required in any stage of your production, you will want to obtain a dryer that is scientifically designed and one that will offer you the greatest drying uniformity. As you know, the texture, color and quality of a product is often dependent upon perfectly uniform drying. It is therefore advisable to consult dryer specialists.

PROCTOR & SCHWARTZ • INC • PHILADELPHIA

MORE "FINES" THROUGH 300 MESH WITH ONE PASS

with the new, Dustless

MIKRO-PULVERIZER

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without the use of sifting, screening, separators or fans.

Unusual? Not with the Mikro-Pulverizer.

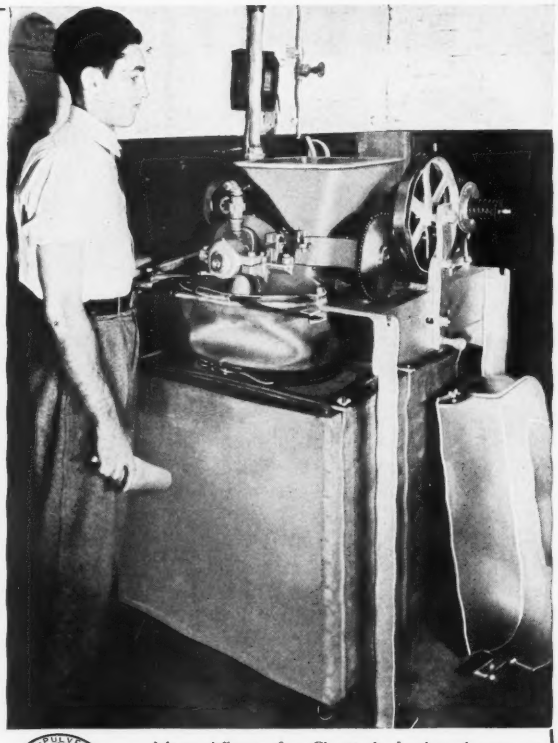
Mikro-Pulverizing produces the degree of fineness desired with absolute and constant control of particle size and uniformity. And in one operation.

For milling drug extracts, face powder, rouge, crude drugs, tooth powder, chemicals and many other materials. Improve your products by Mikro-Pulverizing.

Send us a sample of your product for a test grind in our laboratory. No obligation—of course.

PULVERIZING MACHINERY CO.

107 Valley Road : : Roselle Park, N. J.



Many different fine Chemicals for hypodermic use are ground in this one completely stainless steel No. 1SH Mikro-Pulverizer. Extreme care is taken to insure absolute purity of the products. The pipe leading down to the mill housing carries filtered air. Rubber connection is used between the mill discharge and the receiving box.

PROFITABLE REBUILT EQUIPMENT

Take advantage of the unusual "hard-to-find" equipment listed below!

1—Stokes No. 2C piston type Tube Filler, motor driven.
1—Stokes No. 2B pressure type Tube Filler, motor driven.
1—U. S. Bottlers Combination No. 4 Unit, consisting of Filter with pump and motor and 6 spout Syphon Bottle Filler.
1—Karl Kiefer Diacell Filter, complete with Packer.
3—Paul O. Abbe No. 3 Eureka Jar Mills.
1—Day 30 x 20" Steel Ball Mill—for rouge.
1—Day 12" Ointment Mill, motor driven.
1—Pfaudler 75 gallon, Glass Lined, steam jacketed Kettle, with motor driven Agitator.
3—Pfaudler 150 gallon tilting type Glass Lined rouge and powder Mixers, with double motion agitators.
12—Pfaudler and Glascote 20 to 75 gallon Glass Lined Tanks.
1—World Improved, Model S, Labeling Machine.
4—Day 50, 200, and 2000 lbs. Dry Powder Mixers and Sifters, motor driven.
3—Day and Robinson 100 and 600 lb. Dry Powder Mixers and Sifters.
1—Day 400 lb. Dry Powder Mixer and Sifter, steam jacketed, motor driven.
4—Day 800 lb. Dry Powder Mixer, steam jacketed.
1—Day 40 gallon Pony Mixer, motor driven, with enameled cans.
1—Day 4 speed Gem Cream Mixer, motor driven.
1—Karl Kiefer 100 gallon re-circulating Percolator with pump and motor.
1—Rotex Sifter, 20 x 48", motor driven.
3—Colton No. 2B Tablet Machines, up to 1/2" dia.
1—Stokes H Tablet Machine, up to 2" dia.
1—Theo. Walter 3' dia. Copper Vacuum Pan with catch-all and condenser.
2—Stokes, Kiefer & Goldman 72 and 80 spout Bottle Washers, motor driven.

Also a complete stock of Kettles, Mixers, Filters, Pumps, etc., etc.

"We buy from single items to complete plants."

STEIN-BRILL CORP.

Agent for George G. Rodgers Co.

187 Varick Street, New York, N. Y.
Cable Address:—Bristen Tel. WAlker 5-6892-3-4

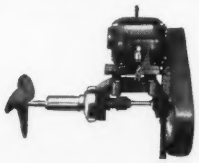
"LIGHTNIN" MIXERS

Send for New "LIGHTNIN" Catalog

Send for the new "Lightnin" Catalog just off the press. Entirely new from cover to cover—this handy booklet gives you complete information on "Lightnin" Portable Mixers, both portable and direct drive as well as full details on the increasingly popular angular off-center mixers for fixed applications on large tanks. Explains and illustrates the patented "Lightnin" Double Action which gives complete bottom-to-top turnover plus a slow rotation. This important catalog should be in your files. A request on your firm's letterhead will bring it at once.

Representatives in all principal cities
New York Office—368 Broadway

"Lightnin" Geared Drive Heavy Duty Portable Mixers, ¼ to 10 H.P: 100 R.P.M to 800 R.P.M.

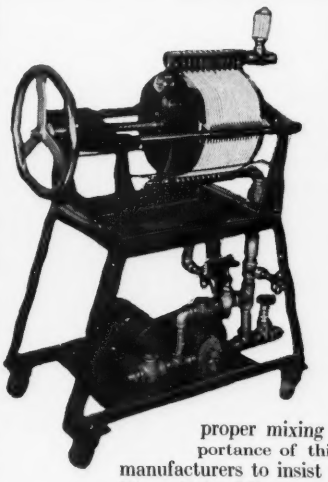


Direct Drive Portable Mixers available in sizes from 1/8 to 10 H.P: 850 R.P.M. to 3400 R.P.M.

"Lightnin" Angular Off-Center Mixers for fixed installations on large size tanks. Sizes 2 to 50 H.P. and larger.

MIXING EQUIPMENT CO.
INCORPORATED
1042 GARSON AVE., ROCHESTER, N. Y.

ERTEL DISK FILTERS



The advantages of an ERTEL Asbestos Disk Filter can be summed up in one word, "PERFORMANCE."

A quicker filtration with better results . . . a clearer, purer germ-proofed filtrate . . . a decided production economy.

ERTEL Asbestos Disk Filters are scientifically designed to be of tremendous service in drug and cosmetic plants.

Let us clear and germ-proof a sample of your liquid with an ERTEL Disk Filter. Let us show you what brilliance this filter imparts. There is no obligation.

ERTEL Disk Filters furnished in all sizes.

ERTEL PORTABLE MIXERS

What is more important in the Drug and Cosmetic Industry than proper mixing and blending? It is the very importance of this production step that has led the manufacturers to insist upon Ertel Back Geared, and Ertel Direct Drive Mixers.

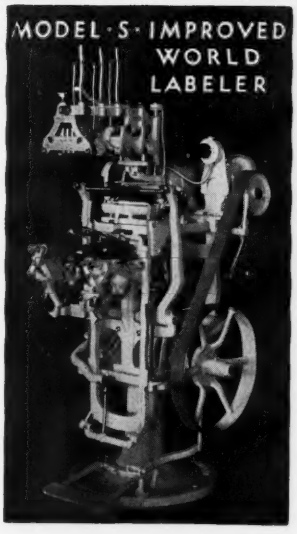
Use an ERTEL PORTABLE MIXER for maximum efficiency with best results at lowest cost.

Manufacturers

Asbestos Disk Filters, Neutral Asbestos Filter Sheets, Pumps, Portable Mixers, Glass Lined Tanks, Allegheny Stainless Steel Tanks, Jacketed Tanks, Portable Vacuum Bottle Fillers, Semi-automatic Vacuum Bottle Fillers, Capping Equipment.

ERTEL ENGINEERING CORPORATION

Dept. B, 120 E. 16th St. New York, N. Y.



The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than 35 years.

Economic Machinery Company

WORCESTER, MASS.

Makers of complete line of automatic and semi-automatic labelers.

MODERNIZE *with*

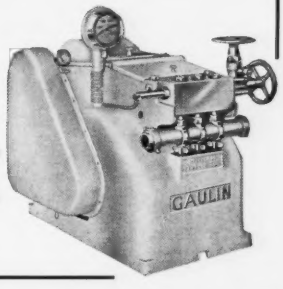
MANTON-GAULIN

Two-Stage Homogenizer

No plant is completely equipped without one of our homogenizers. They eliminate compounding troubles and vastly improve the quality and appearance of your products. Many oils and medicines are made more effective therapeutically and much more palatable by homogenization.

Creams, ointments and liquid and semi-solid emulsions of all kinds are made more stable and more appealing in appearance. Suspensions such as milk of magnesia are made more stable. Medicines, solutions and other liquids are made clearer and more uniform.

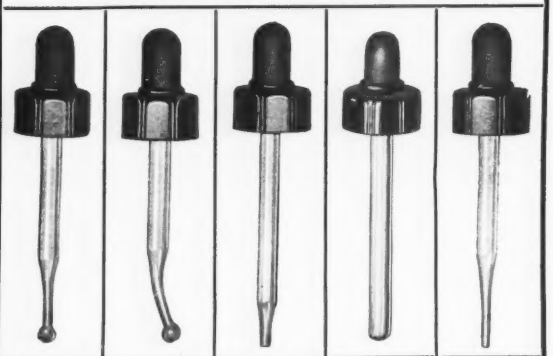
If you want to make fine products, make them with an M-G Two-Stage Homogenizer. Many sizes available.



The Manton-Gaulin Manufacturing Co., Inc.

EVERETT :: MASS.

PROMPT DELIVERIES
UP-TO-DATE DROPPER FITTINGS
PATENTED NON-FRICTIONAL FIT



2200 | 2205 | 2210 | 2250 | 2220

These five items have Bakelite caps (available in standard brown or black) . . . patented design rubber nipple furnished in any color. All caps and nipples may be had with any style glass pipette shown, and in any size. Nos. 2200 and 2205 are safety ball end finish pipettes for eye use. The common straight or curve pointed pipettes are for nose drop and other uses. Write for samples and prices.

WE CAN SUPPLY ANY SPECIAL ASSEMBLY WANTED

GLASS PRODUCTS CO.
GLASSWARE
VINELAND ● NEW JERSEY

ATLANTA, GA.: Warren M. Curry, 2895 Peachtree St.
NEW YORK: L. A. Barber, 74 S. Portland Ave. Brooklyn, N. Y.
CHICAGO, Ill.: E. Marx & Co., 308 Washington St.

REBUILT EQUIPMENT

2—Colton No. 3 Comb. Tube Filling, Closing and Clipping Machines, motor driven.
1—Stokes gear type, motor driven Tube Filler.
1—Urie Universal Tube or Jar Filler, motor driven.
1—Colton No. 10 worm type Paste Filler.
1—Colton No. 2 Comb. Tube Closer and Clipper.
5—Pony Mixers, Day and Ross make, 8 and 15 gals.
2—Colton No. 2-B single punch Tablet Machines, ½".
1—Stokes "Eureka" hand operated Tablet Machine.
2—Stokes Rotary "D" 16 punch Tablet Machines.
2—Mulford single punch Tablet Machines, up to 2".
Dry Powder Mixers, several with sifters, lab. size to 4000 lb. capacity, belt and motor driven.
8—World, Ermold and National semi-auto. motor driven Labelers.
3—McDonald "Weeks" type Auto. Labelers, adjustable. Labels front and back in one operation.
1—U. S. Bottlers 22-spout Rotary Vacuum Bottle Filler, monel fitted, with conveyor.
5—Gravity and Vacuum Bottle Fillers, 2 to 6-spout.
1—National MG Powder Filler and Weigher.
1—Ferguson "Packomatic" Filler, Weigher & Sealer.
1—Triangle class SR Carton Sealer.
2—100 gal. Pfaudler Jacketed closed Glass Lined Kettles, ONE NEVER USED.
2—200-gal. Pfaudler Jacketed closed Glass Lined Kettles, ONE NEVER USED.
MISCELLANEOUS—Kettles, Drug Mills, Ointment Mills, Pulverizers, Grinders, Sifters, Screens, Colloid Mills, Filters, Filter Presses, Coating Pans, Tanks, Stills, Agitators, Pumps, Boilers, etc. Send for complete bulletin.

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20-21 Park Row Telephone: Barclay 7-0600 New York, N. Y.
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Industry's Books

(Continued from page 775)

is now offered in its fourth edition, revised and enlarged. The work now contains approximately 25,000 definitions and cross-references of synonyms and trade names of the raw materials, pharmaceuticals, minerals, explosives, dyestuffs, alloys, and commercial chemicals employed in the various branches of industrial chemistry. Although this is a difficult compilation the work seems quite complete and detailed.

The Thermochemistry of the Chemical Substances, by F. R. Bichowsky and F. D. Rossini, published by the Reinhold Publishing Corp., New York, $7.00.

The assembly of the table of values for heats of formation in the section of Thermochemistry in the International Critical Tables was the first attempt ever made to collate all the published data involving heats of reaction and to prepare therefrom a self-consistent table of "best" values for the heats of formation of the chemical substances. The present book is a complete revision and extension of that original work. There are four main sections to the book: (1) the introduction of explanatory part; (2) the table of heats of formation; (3) the text, in which the original published data are cited and discussed; (4) the list of references to the literature, which includes references to all the published data bearing on thermo-chemistry.

Ultra-Violet Radiations and Their Uses, by Robert Aitken, 208 pages, published by Oliver & Boyd, Edinburgh, 10/6 net.

Dr. Aitken has done a service to the medical profession by providing in compact form a summary of present knowledge of ultra-violet radiations and of their uses as therapeutic agents. The author, connected with Edinburgh University and the Royal Infirmary is qualified by more than seventeen years of experience in the field.

Several chapters discussing the general structure of light and of the skin and the physiological effect of light upon the skin are of especial interest.

Handbook of Chemistry and Physics, 21st Edition, 2028 pages, Chemical Rubber Publishing Co., Price $6.00.

The 21st Edition of the Handbook represents an increase of over 175 pages of new composition entailed by complete revision of several important tables. The mathematical section presents several new features. A table of haversines and considerable material on statistics have been added. The collection of laboratory arts and recipes has been completely revised and enlarged. The photographic section has been much enlarged and includes a large variety of new formulas. There is a new and unusually complete collection of date on commercial plastics. A revised table of isotopes brings up to date the information in this rapidly changing field. The other important features of this work are too generally known by scientists to require review.

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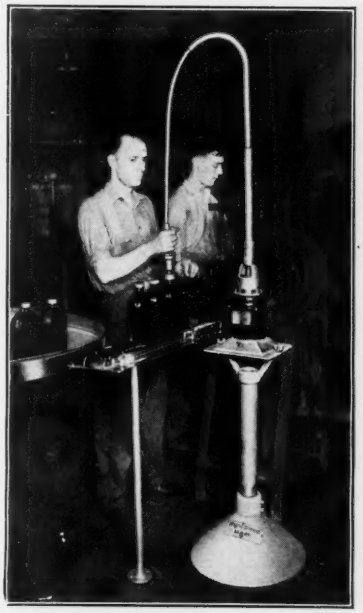

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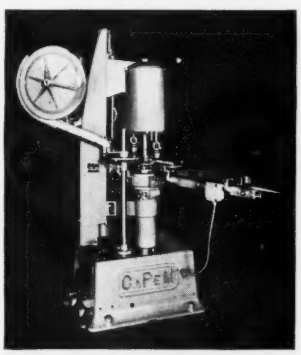

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ALIPHATIC ALDEHYDES

The aldehydes of the aliphatic series play an important role in the fabrication of many present day popular perfumes, and by their use, new and interesting odor shades have been created. They have also found a place in the flowery type of scents which are enjoying great popularity at the present time. Research chemists have not only developed these complex chemical bodies, but they have also made esters from the corresponding alcohols of these products. These esters are rapidly increasing in importance. Octyl acetate, octyl propionate, nonyl acetate, and decyl propionate are of wide interest to the perfumer as are many others of these esters.

The aldehyde from C_8 and C_{12} are the true aliphatic aldehydes, while aldehydes C_{14}, C_{16}, and C_{18} are misnomers which are classed in this group due mainly to their great intensity. C_8 has varied uses, but its principal application is in perfumes of the rose and iris types. C_9 is excellent in the white rose, and is also valuable in fancy bouquets.

Aldehyde C_{10} is one of the most important aldehydes in the aliphatic series, producing a delicate note descriptive of orange oil. Traces of this material are valuable in some types of Eau de Colognes, and it also finds an important use in neroli and orange blossom types of perfumes.

Aldehyde C_{11}, undecylic, has a fine rose-like character, developing a waxy character on drying. It has become exceedingly popular in the aldehyde types of perfume and is a valuable adjunct in developing narcissus scents.

Aldehyde C_{12}, lauric, is mainly used in muguet and lily-of-the-valley, honeysuckle, and lilac types, although finding some use in magnolia. Its tendency is to produce a leafy effect when combined with certain aromatics such as methyl heptine carbonate and phenyl propionic aldehyde.

Aldehyde C_{14} is usually classified with the aliphatic aldehydes, but the ordinary product in commercial use is a lactone. Its principal value to the perfumer is in jasmine, heliotropine, and peach blossom scents. Artificial peach flavors are usually based on this product.

Aldehyde C_{16} is also a misnomer, the product being chemically ethyl methyl phenyl glycidate. The perfumer finds it of value in imparting a rich fruity characteristic to certain types of fancy bouquets. It is not as powerful in odor value as the true aldehydes and therefore can be used more freely, It is, however, of more importance to the flavorist because of its strawberry-like character, and it is indispensable for artificial flavors of this type.

C_{18}, often called coconut aldehyde, is chemically known as a lactone of oxynonylic acid. Its odor recalls that of freshly grated coconuts and its principal use is in flavors. Lately this product has gained prominence in the perfume field in gardenia tuberose types of perfume, but otherwise it is of slight interest to the perfumer.

The characteristics which these aldehydes produce in perfume compounds can only be determined by permitting these compounds to stand for several days after addition of the product being used. Great caution should be used since nearly all of them are very powerful in odor value. It is, therefore, better technique to use them in alcohol solution varying from two to ten per cent. so as to avoid overloading the compound.

"Buck up, Blitzen! It's worse than it was last year."

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TANNING AND BURNING

June is no time to be doing your first thinking about summer tanning and sunburn, for by then your finished products must be on their way to the retailers' displays. Always the martyr, in December, with no warm sun in sight, we concern ourselves with hot weather problems. Incidentally, a tidy profit is lost if the new and increasing vogue for outdoor winter sports is overlooked. After a day under the winter sun, skiing, skating, or whatever the sport, the face can develop the characteristic summer pickled beet appearance with its unpleasant aftereffects. The burn may not be very extensive but it will be sufficiently painful.

As regards tanning, bergamot is being recommended to stain the skin brown under the influence of light. When acted upon by light, this essential oil produces a dermatitis followed by skin pigmentation. At first glance this might be considered to be a neat way of promoting desirable suntan. A second glance at a standard work on dermatology will suggest the possibility that the indiscriminate use of bergamot might lead to lawsuits.

Sun screens still remain the best method of promoting tanning by preventing burns and giving the skin graduated doses of ultraviolet. These screens must not be tested solely on the basis of their fluorescence, which is meaningless; the absorption spectrum is a useful guide to be followed by actual field tests. Among the chemicals tested and found effective are included salicylates, anthranilates, cinnamates, certain naphthol and quinine derivatives, etc. Menthyl salicylate is now a patented item. Among the trade named products are Sunburn Preventive (Givaudan-Delawanna), Escalols (Van Dyk), Antisol (Kessler), 29-32 (Heyden), Heliophan (Greeff), Contrasol (Revson).

"And we're eating out—because the lipstick I was making didn't jell."

The trend is away from oily preparations, which are easiest to prepare and messiest to use. Vanishing creams and lotions are still the best bet, since they are attractive in appearance and can include definite cosmetic protection against the drying action of heat and salt on the skin. Simple solutions of screen in water or a mixture of alcohol and water are enjoying increasing vogue. The vehicle evaporates and leaves an absolutely invisible coating of the screen. If the screen is soluble only in diluted alcohol, it will not be redissolved by water alone; it should preferably be one of the oily materials, since a crystalline deposit on the skin is likely to be less effective and less adherent.

Any vehicle made with a sun screen must be tested, not only for stability, but also for other deterioration in the form of discoloration, which often occurs when the preparation is exposed to sunlight.

The ideal sunburn treatment will relieve pain in short order and promote rapid transformation of burnt skin into healthy, tanned skin. Tannic acid has been overworked; there is nothing like it as a coagulant in extensive, deep burns, where it prevents poisoning. In the less serious burns resulting from exposure to the sun, tannic acid may actually destroy healthy tissue and retard healing. Picric acid, because of possible toxic reactions, is losing favor. The burn preparation should be an oily material in a form as pleasant as possible to use, since oil still remains among the best of soothing preparations. A soft cream, easy to apply without excessive pressure, will be most popular, and enough water must be present to give a cooling sensation by evaporation. An antiseptic is valuable in preventing complications; gentian violet has been recommended, but its staining action is a handicap. Finally, no local anesthetic in common use is wholly satisfactory, since penetration through the unbroken skin by these crystalline products is slow and un-

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certain. Among those used have been ethyl, propyl, isobutyl, and butyl para-aminobenzoates (benzocaine, azocaine, cycloform, butesin, respectively. Butesin is patented). Chlorobutanol, procaine, nupercaine, have also been tried with some success. In some cases, combinations of two anesthetics may be far more effective than either one alone (synergistic effect). In any event, the anesthetic can be effective only in solution, so that the medium for its application must be properly formulated in this respect.

If you expect to get any part of the growing beach business, take this reminder seriously; starting right now, there is little enough time in which to make and test a series of acceptable products for distribution in less than six months.

GLYCERINE—FATTY ACID ESTERS

A fat is the triglyceride of one or more fatty acids, that is, the glyceryl radical is combined with three molecules of a saturated or unsaturated fatty acid, the three molecules being all the same or different. Diglycerides contain two and monoglycerides contain one molecule of fatty acid. The last group of compounds is most interesting and a clue is given by the chemical structure:

CH_2OH-$CHOH$-CH_2O—Fatty Acid.

In this compound, the fatty acid tail is of a fatty or oily nature and is attracted to, and becomes imbedded in the oil phase. The glyceryl part of the molecule, however, has two unattached OH groups which are attracted by the water phase.

More or less of this basis, glyceryl monostearate in a specially prepared form has been taken up by the cosmetic industry as an extremely useful cream raw material. The pure compound by itself will not form good or stable emulsions. In its usual form, however, in combination with some excess of stearic acid and a soap, it easily gives the well-known, fine emulsions, the pure glyceryl monostearate acting as an auxiliary emulsifier to stabilize and thicken the emulsion made by the soap.

A pure glyceryl monomyristate, as well as the pure glyceryl monostearate and the corresponding glycol mono-compounds, have now been made available by the Colloid Chemical Laboratories of New York City, and these open an altogether new field of research. With the addition of one per cent. of a sodium or potassium soap, creams made with the present commercial glyceryl monostearates may be duplicated. A certain amount of leeway is also permitted by varying the proportion of soap, the type of fatty acid and the alkali used. It may even be possible to avoid the use of soap entirely by working with any of the other primary emulsifiers available, such as those described in this section in the July issue. It should thus be possible to make creams containing acids and other ingredients which are ordinarily incompatible and cause complete breakdown of the cream.

These experimental suggestions all refer to the formulation of oil-in-water emulsions and creams; with proper manipulation, pure glyceryl monostearate and myristate can lead to water-in-oil creams of the absorption base type. In this case, up to 5 per cent. of the ester is melted with petrolatum or a similar viscous material. Because of the glyceryl tail with its available hydroxyl groups, the monoester allows the mixture to take up as much as an equal weight of water. The quality of the cream will of course depend largely upon the combination of ingredients used.

SODIUM NAPHTHENATE

We describe sodium naphthenate in the hope that it will be able to assist some experimenter in the development of a special product. It is a grease-like solid substance, combining excellent emulsifying powers and foam-producing properties. It is soluble in water and hydrolyzes only very slightly. With trisodium phosphate and triethanolamine it produces an excellent soap for carpets. A product of this type on the market contains 30 per cent. of sodium naphthenate, 65 per cent. of trisodium phosphate, and 5 per cent. of triethanolamine. The high proportion of trisodium phosphate in the product obviously prevents its use on the skin.

The naphthenate is disinfecting and it can profitably be used in liquid soaps. An example contains coconut oil soap 16 per cent., caustic potash 4.5 per cent., pine oil 14 per cent., sodium naphthenate 5 per cent., water 60.5.

The gelation capacity of sodium naphthenate is extremely high, concentrated solutions remaining in jelly form even at 0° C. This property may be utilized in the preparation of waterless soaps, used to clean the hands without water. A jelly of this type consists of sodium naphthenate, agar, glycerine, soft soap, and ammonia made into an aqueous solution containing 20 per cent. of solids.

MAGNESIUM SULFATE DENTIFRICE

A chemist we know has made some interesting observations on tooth cleansing. After giving the problem some thought, he made a combination with epsom salt as the main ingredient and found that the solution was very beneficial. It seemed to be an ideal film remover and foamed in the mouth as if a soap were present. His family later took up the use of this solution exclusively; two different dentists have remarked on the good condition of the chemist's gums and the absence of tartar. The tooth brush is left clean and free from deposited solids. The solution tends to leave the tooth brush stiff and the cleansing action may be due to some extent to this property. The solution used contained 10 to 15 per cent. of magnesium sulfate and was not flavored.

IRRADIATION

As regards vitamins, apparently only that type of vitamin D related to irradiated ergosterol can be made by light treatment. All of the other vitamins now known and in use are either derived from natural sources or are made synthetically by relatively conventional chemical processes. Nevertheless, vitamin formation is not by any means the only biochemical change that is influenced in one way or another by light; to start a list of these changes and reactions would mean an indefinite continuation. Among the more recent important advances in this field is the irradiation of petrolatum and mineral oil. The end products of this last process have a definite reactivity that can be shown chemically by the effect upon photographic plates. An unidentified emanation results from ultra-violet irradiation of petroleum products. This merely interesting chemical phenomenon becomes important when it is shown that the irradiated oil and grease have a distinct germicidal and healing action on tissue.

Uses of irradiated ergosterol and petroleum products in pharmaceutical products, creams and other cosmetic preparations are obvious, so that the next step involves the irradiation of the cream itself. One reason for this procedure would be the avoidance of patent troubles; another reason is the possibility of producing new reaction products that might be of cosmetic value. If raw materials are irradiated, they can then be tested for effectiveness; it is true, however, that some changes are so unstable that the processing of the raw material necessary to produce the cream might destroy new products.

The disadvantages of irradiation of cream in any hands include the relative wastefulness of the process, much light acting upon completely inert materials that undergo no changes. In addition, for the cream to be fully treated it must be passed under the light source in fairly thin layers to permit penetration of ultra-violet light. The use of X-rays has, to our knowledge, not been applied to this special problem of cosmetic cream treatment. In all except the most skillful and well-trained hands, other questions arise. Only a certain range of light wave lengths should be utilized in attaining a certain effect. It is well known now that viosterol is best made by using a very narrow wave-band, other wave-lengths either being inert or causing different, unwanted reactions. Intensity of the irradiation must also be watched carefully, this including the power of the light source, the distance of the irradiated product from the light source, and the duration of the treatment. Unless all of these points are observed, poor yields, wrong products, and even toxic end-products are likely to result.

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ADVANCING THERAPY

TOTAQUINA

The Philippine government has taken a definite step toward breaking the Dutch monopoly of the world quinine market through establishment of a factory for the manufacture of "totaquina," a drug derived from cinchona bark for the treatment of malaria. Totaquina, which physicians say has the efficacy of quinine in the treatment of malaria, can be manufactured in the Philippines at low cost and sold at one-seventh the price of quinine.

The totaquina factory, inaugurated recently by President Manuel L. Quezon, will be operated by the Bureau of Science, which has been experimenting with the new malaria specific, and the Bureau of Forestry, which maintains a small cinchona plantation in Mindanao.

The small Filipino plant, with a capacity of two kilograms of the malaria specific daily, will be expanded gradually as more money is made available and a greater supply of cinchona bark is assured. In the meantime the plant guarantees to supply the needs of the Philippine Army and the Philippine Health Service.

As a result of successful introduction of cinchona in the Philippines, the country boasts of the most promising plantation outside Java since the race to transplant the tree from the Andes highlands to the tropics started 200 years ago. The English cinchona groves in India and Ceylon, while turning out a fair yield of the bark, are reported far from self-sustaining. The efforts of the French in Indo-China, of the Belgians in Africa, of the Russians in the Black Sea and of the Americans in California have been unsuccessful.

B. W. D. A. (Bungahoola Witch Doctors Association) reprimand a member for casting doubt on therapeutic value of ground-up toads.

PSORIASIS

Krafka observed that in the South psoriasis often clears up to some extent during exposure to the summer sun. This led him to the hypothesis that it might be cured with viosterol. A patient with a case of ten years' standing, continuous duration, was put on a routine treatment of viosterol. Within sixty days from the beginning of the test, the skin of this patient was entirely clear. The author describes two other cases of psoriasis in which he obtained favorable results with viosterol medication. Journ. Lab. Clin. Med. St. Louis.

UREA FOR WOUND TREATMENT

Urea has been found to stimulate healing in chronic purulent wounds. The effects obtained are a cleansing of the wound by the removal of necrotic material and pyogenic bacteria present, and a promotion of the growth of granulation tissue. Like allantoin, urea occurs in maggot excretions and its presence serves as a further elucidation of the remarkable efficiency of surgical maggots in healing chronic suppurating wounds. In wound treatment a 2 per cent. solution in water has been used on saturated gauze dressing applied directly to the wound. The solution is bland, odorless and nontoxic. The treatment is inexpensive and easily given. Amer. J. Surgery, New York.

PECTIN-AGAR PREPARATION

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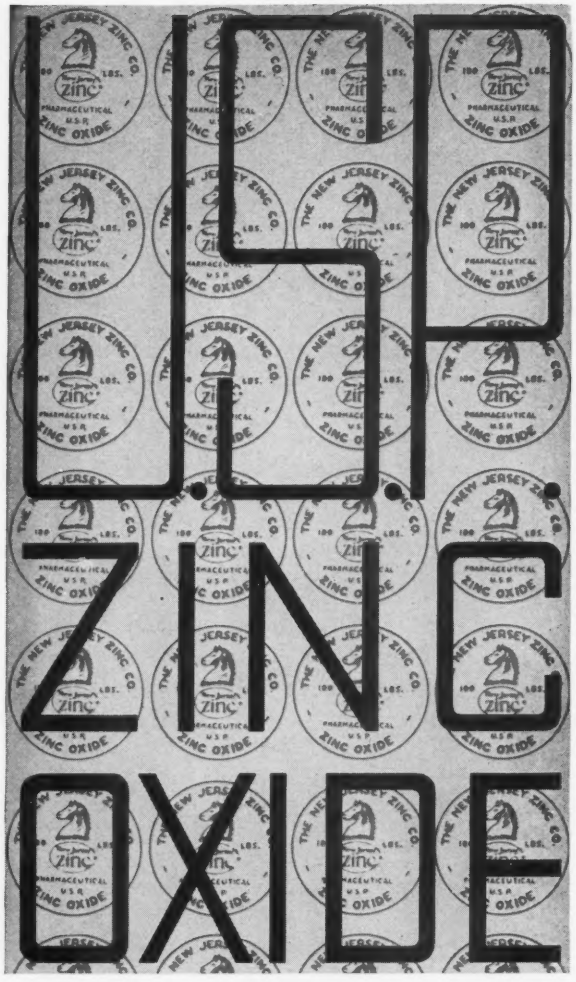

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It had previously been shown that scraped raw apple was beneficial in this condition, hence the use of pectin. Agar-agar was chosen as a desirable source of cellulose. The substances are mixed dry. Water or milk is boiled with the mixed powders for three to five minutes, and while still hot the product is poured into eight custard cups to form a day's feeding on a three-hour schedule. Nothing else was given except a 5 per cent. solution of dextrose. M. Winters and C. A. Tompkins, Amer. J. Dis. Child.

OINTMENTS

One of the most common mistakes made is the prescription of ointments for any skin disease, particularly when it can be construed as eczema or eczematous. The ointment preferred is often some highly complicated textbook favorite, and the patient's reaction thereto is apt to be stormy. Mulzer, at the University Hospital for Diseases of the Skin in Hamburg, has learned to forecast to some extent the reactions which will follow dry treatment or ointments according as the patient belongs to one or other fairly well-defined dermatological type. The first type, much the commoner of the two, is characterized by greasiness of the skin, particularly that of the face, acne, and greasiness of the hair. This type is intolerant of ointments, which provoke reactions due to retention of secretions; dry treatment is indicated for it. The second type, suitable for treatment with ointments, is characterized by dryness of the skin, which lacks lustre, is scaly, and has a light grey tinge. The hair also is lustreless and dry. A rough-and-ready way of distinguishing between the two types is to learn how often a woman patient has to wash her hair, the first type requiring much more frequent hair washings than the second. In the case of male patients a valuable clue can be obtained by ascertaining whether after a shave they find powders or ointments most soothing. The seborrhoeic recently shaven male finds by experience that he is more eligible for a powder than for an ointment. Deut. Med. Woch.

SODIUM CITRATE IN VINCENT'S DISEASE

One drop of a 2 per cent. solution of sodium citrate added to microscope slide containing many Vincent organisms caused immediate cessation of movement of spirochetes with eventual dissolution. Repeated examinations gave the same result. The same solution was then applied to the surface of the ulcer from which the specimen had been taken. Ten minutes later no Vincent organisms were found and none recurred in the next two days, after which the patient was dismissed. One case cannot be conclusive, but it forms sufficient basis for further investigation. Leadingham, Journal of Lab. and Clinical Medicine, St. Louis.

YEAST AND VITAMINS

Yeast and Vitamins—During the course of the last twenty years, a great deal of interest has been shown in yeast as a source of the vitamin B complex. The vitamin B content of yeast can be effectively preserved when yeast is properly dried. Recently the preparation of dry yeast has become an important factor in the industry.

Pharmaceutical houses manufacture tablets and capsules containing large amounts of the vitamin B complex in the form of extracts obtained from yeast or other products rich in these vitamins. The production of yeasts high in vitamins and of yeast extracts is a commercial problem of great importance. It is not necessarily true that yeasts which have a high fermentation rate are rich in vitamins. In order to produce satisfactory yeasts for drying purposes, the proper yeasts must be selected and definite conditions for growing the yeast must be observed. Bioassays control the preparations, each batch of dry yeast being tested to assure proper vitamin content.

Yeast is eminently suitable as a source of ergosterol, but not all yeasts contain enough of this material to be commercially practicable sources of vitamin D. The extraction of ergosterol from yeast and its irradiation in commercial quantities began in 1927. Although this work involved the use of tons of yeast, ergosterol itself is not produced on a tonnage basis because of its high potency following irradiation.

Several interesting developments followed this work. It was found that yeast could be irradiated and then grown to such a degree that four or five multiplications took place without impairing the original vitamin D activity. Irradiation of yeast within the limits of activation employed did not affect the baking quality of the yeast; it had no appreciable effect on the vitamin B complex content or on invertase activity. The vitamin D potency of the irradiated yeast could be maintained in a dry state for 10 to 12 months.

Irradiated yeast when fed to cows increases the vitamin D content of the milk. If a standardized yeast containing 1000 Steenbock units of vitamin D per gram is fed in amounts of 5 ounces daily to cows having an average production of 30 pounds daily, the milk would contain approximately 160 Steenbock units per quart. Milk produced under these conditions is not modified in color, taste or any other property with the exception of its vitamin D potency.

ATOXIMORPHINE

Atoximorphine is a new morphine compound which produced a rapid efficacious sedative and analgesic effect and was well tolerated. When used over a long period no increase in dosage was required and its discontinuance caused no discomfort. M. Benvenuti, Minerva med.

NEW ACRIDINE DISINFECTANT

Comparative tests were made to determine the ability of various concentrations of eight acridine derivatives to protect mice against a 24 hour culture of Streptococcus hemolyticus Aronson. The most effective compound was found to be 2-isoamoxy-6, 9-diaminoacridine lactate which showed some protection at 1:128,000 compared to rivinol and trypaflavine at 1:2000. The compounds tested were rivinol, rivinol methyl chloride, trypaflavine, vuzine, 2-isoamoxy-6, 9-diamino-10-methylacridinium chloride and the lactates of 2-diethylaminoethoxy-6-chloro-9-alpha-diethylamino-delta-pentylaminoacridine, 2-isoamoxy-6-amino-9-alpha-diethylamino-beta-hydroxy-gamma-propylaminoacridine, and 2-isoamoxy-6, 9-diaminoacridine. N. Ishizaka, H. Okamoto, K. Miura and T. Shako, Proc. Japan. Pharmacol. Soc., vol. 9, p. 33.

GOLD COMPOUNDS

Treatment of 76 patients with lupus erythematosus during a period of ten years with gold compounds, chiefly gold sodium thiosulfate, resulted in the cure of 28, great improvement in 26, slight improvement in 13 and failure in 9. Nine patients have had no recurrence for 4 years or more. The total amount of thiosulfate required for cure varied from 12 to 2750 mg. One-fourth of the patients suffered reactions from the gold, chiefly dermatitis. One fatality occurred, attributable to the use of sodium gold amino-argylphosphinic acid. The disease was considered incurable prior to the introduction of gold therapy in 1925. C. S. Wright, Arch. Derm. Syph. vol. 33, p. 413.

DENTAL ANESTHETIC

New Dental Anesthetic—A new dental anesthetic has recently been tested and exhibits some real advantages. The compound is known as "locaine" and is beta-benzoyloxy-beta-phenylethyldimethylamine hydrochloride. Conclusions reported by the investigator, E. W. Ferber, are the following: Locaine is capable of acting on nerve tissue in a circumscribed area, either by topical application or by injection into the tissues, and produces a paralysis which temporarily inhibits the nerve conductivity without causing permanent tissue injury. Anesthesia produced by the use of an alkalized solution is slower than that produced by the use of an alkalized procaine solution. Anesthesia produced by injection is less profound and of shorter duration than that following the use of procaine, but topical application leads to anesthesia comparing favorably with that from cocaine and greatly superior to procaine. There is no manifestation of toxicity other than slight inflammation in the vicinity of the needle puncture, while vasomotor activity is less than that produced by the use of a procaine solution containing 1:50,000 epinephrine. J.A.D.A.

readers'

ACID PEARLY VANISHING CREAM

We intend marketing a vanishing cream containing 2 per cent. of lactic acid and have developed a moderately good product, which is not, however, as satisfactory as we would like it to be. We want a soft, easily water-soluble cream with a pearly luster. Brooklyn.

Naturally we prefer the easier questions, but mournfully we conclude that we have no choice but to try to keep ahead of the increasing complexity that readers pass on to us. In the first place, it is no particularly easy matter to make an acid cream of the vanishing type. A vanishing cream is simply a relatively fat-free oil-in-water emulsion, usually consisting of stearic acid, soap, glycerine and water. Soap is the primary emulsifier, stearic acid the auxiliary, and water the external phase. Since soap is immediately broken down by acid, it cannot be present in an acid cream and recourse must be had to any one of a number of emulsifying agents stable to acid, of which sodium lauryl sulfate is an example. In this case, however, stearic acid alone is not a good auxiliary emulsifier or thickening agent. One of the fatty alcohols, such as cetyl alcohol, will work well with sodium lauryl sulfate while spermaceti, stearic acid, a soapfree glyceryl monostearate, may be used to increase the body of the cream. Any material which will not change the character of the fatty alcohol sulfate can then be incorporated in the cream. As an example for experiment:

Cetyl alcohol	5.0
Spermaceti	10.0
Stearic acid	10.0
Sodium lauryl sulfate	0.5
Lactic acid	2.0
Glycerine	5.0
Water	67.5

Unfortunately, there is no reason to believe that this cream will be pearly. Pearliness is dependent upon an excess of stearic acid unaffected by other substances; the amounts of cetyl alcohol and spermaceti in the above formula are more than sufficient to repress any tendency toward pearly luster. Even the cause of this luster is not altogether clear: it has been thought to be due to crystallized stearic acid; more likely it is caused by the formation of an acid soap of the type $KH(C_{18}H_{35}O_2)_2$. In the latter event, the acid soap could not be formed with sodium lauryl sulfate as the emulsifier instead of soap. This problem of pearliness in an acid vanishing cream looks like a tough one to us; but we've been interested in this business of cosmetic emulsions too long to insist that it cannot be solved by one whole-heartedly interested in finding the answer.

DUSTING POWDER

What are the characteristics of a good dusting powder, especially suitable for babies? New York City.

The powder must primarily be soothing, which, in a negative sense, means the complete omission of any ingredient that might possibly be irritating. In a positive sense, a substance such as lanolin should be included for the beneficial softening effect upon the skin. Powdered cetyl alcohol is widely recommended for this use. The powder should be absorbent, adherent, and lubricating. Antiseptic action is also a desirable quality. The powder must be as free from hard, sharp particles as the finest face powder and more and more dusting powders are being tinted to match the skin. A typical formula consists of talc 70, zinc oxide 10, precipitated chalk 5, magensium stearate 5, colloidal clay 8, boric acid 1, powdered cetyl aclohol 1.

ISOPROPYL ALCOHOL

I wish to use isopropyl alcohol in a liniment for external use. Is this compound any more toxic than ethyl alcohol and does isopropyl alcohol content have to be stated on the label? Boston.

Latest data on the subject indicates that isopropyl alcohol may be used externally wherever ethyl alcohol may be used, as long as the odor is not a handicap. No mention of the solvent is required on the label.

CAMPHOR WATER

In a camphor water that we make, oil drops float on the surface of the liquid after it has stood awhile, and these oil drops are not completely removed by repeated filtration. We added a small amount of a neutral potash soap (one gram to 75 grams of the solution) and thus prevented the formation of oil droplets on the surface, but the liquid is no longer clear, and cannot be clarified by filtration. Can you tell us what causes this oil precipitation and how it can be prevented? Akron.

Camphor is almost insoluble in water, but easily soluble in alcohol, ether, fatty and ethereal oils, etc. In your product, you probably depend too much upon water, either omitting alcohol entirely or using too little of it. As a consequence, camphor or camphor oil are precipitated and form droplets on the surface; addition of soap merely emulsifies this oil without putting it into solution, and the oil drops are then too small to be removed by ordinary filtration. Add a little alcohol to your turbid camphor water and stir until the solution is perfectly clear. Since a little camphor produces a great deal of odor, not much is used, and very little alcohol will ordinarily be required to keep it in solution.

WORM CANDY

We market a worm candy containing santonin and direct that administration be followed by castor oil as a laxative. We have had complaints, however, from retail druggists that castor oil and santonin make a dangerous combination in the human body. Can you give us any information regarding the substitution of some other laxative with equivalent effect? Detroit.

Cascara sagrada or phenolphthalein could well replace castor oil as a laxative in this case. Since santonin is not a product that should be marketed by one ignorant of its action, you had best retain a pharmacist or a physician who can give you general medical and pharmaceutical advice that you apparently need.

GRAINY TISSUE CREAM

We are enclosing a formula for a tissue cream that we have been making and selling for several years. Jars are occasionally returned to us because the cream has become grainy. What is the cause of this condition? Should another emulsifying agent be substituted for borax and what is the best temperature to make this cream. Cleveland.

Your formula is definitely unbalanced and undoubtedly many jars which you do not see have also developed graininess. The borax content is too high, and should not be more than one-twentieth of the beeswax present. Beeswax is too low and should preferably be at least 5% of the mixture. The graininess is probably directly caused by crystallization of paraffin, which with ceresin, makes up 10% of the mixture. If you will increase your beeswax, decrease paraffin to 3%, and increase petrolatum to 8.5% you should have a better, more stable cream. Borax used in the proper amount is a generally satisfactory emulsifier in connection with beeswax. Waxes and oils should be melted at around 60° C. and water stirred in at the same temperature.

questions

DRUG EXTRACTION

I am interested in various phases of drug extraction. I have read with considerable interest the various articles on this subject in your magazine and have found them to be interesting and informative. I should like, however, to have the fundamental principles of drug extraction, along with basic and special equipment, described in some book that I could carefully study. Can you give me the name of a book or books which describe drug extraction and the apparatus? Chicago.

The book that you would like to have, describing the various processes of drug extraction and giving details of practical apparatus is, unfortunately, not now available. We understand that one of the outstanding authorities on the subject is seriously considering writing such a book, but his time is now so much taken up by plant work that he has not been able to get down to the actual writing. Meanwhile, the best you can do is cover the general literature which you will find listed in "Chemical Abstracts" and refer to standard pharmaceutical handbooks which usually specify standards and often methods of operation, for individual extracts.

BORAX AS COSMETIC ALKALI

Why is borax used as the alkaline emulsifying agent in cold creams and other cosmetic preparations instead of the cheaper and equally effective sodium hydroxide and sodium carbonate. I know that "The Drug and Cosmetic Industry" has little patience with old fashioned technique and generally leaves traditional methods behind. Newark.

We have no use for tradition, as such, and don't believe in ancestor worship, so that we feel perfectly free to introduce innovations whenever they represent an advance. But traditional methods are occasionally right, even when they are time-hallowed. Borax is a case in point. In combination with soap it acts as an alkaline emulsifying agent, forming soda soaps which really do the emulsifying. In this respect, any other sodium (or potassium) alkali could be used in place of borax, which is sodium tetraborate. Carbonates, cannot usually be utilized, however, because of the volume of carbon dioxide liberated with resultant foaming of the melted batch. The real reason for the use of borax lies in its mildness. It is not really an alkali, since it is the salt of a weak acid, and an excess in the cream is relatively harmless. In addition, boric acid is liberated in the reaction and still further cuts down excess alkalinity, in the original cream and on hydrolysis.

THYMOL IODIDE INCOMPATABILITY

Is there any possibility of incompatability in a powder mixture containing both thymol iodide and boric acid? Brooklyn.

None of the customary references give any data on a possible reaction between thymol iodide and boric acid. Unless the iodine in the thymol compound is very loosely bound there seems to be little reason for fearing incompatability in a mixture with a weak, solid acid.

LATHERING AGENT

Recently we purchased a sulfonated olive oil base for use as a shampoo. We have diluted the product with water in order to increase lathering power, but wish to increase this even further by the addition of some compound that will not be detrimental to the hair. Wilmington.

As far as we know, attempts in this direction have not been especially successful. It might seem to be a comparatively simple thing to add a lathering agent, even a soap, to a non-lathering material and thus create a new product with desirable properties. Unfortunately, the problem is not at all this simple. The production of a foam generally depends upon the presence of a so-called "surface-active" material, that is, one that will collect in the surface of the liquid in higher concentration than in the body of the liquid. This ability to collect in the surface is, however, strongly modified and even completely prevented by the presence of other materials. Oils, including sulfonated oils, are especially effective in modifying the activity of surface-active compounds. This interference extends to the combined action of two surface-active or surface tension depressing materials, so that combinations of two lathering agents will often give no better surface activity than either alone, and sometimes less. It may be possible, however, that search will reveal materials that can act in combination. Search should be made in the group of textile wetting agents and detergents, including those described in the July "Compounders' Corner."

GLYCERINE SUBSTITUTE

I manufacture a product containing about 80% of glycerine. The recent rise in price of glycerine is making things difficult for me since my profit margin will not permit me to absorb the extra cost. Can you help me out by suggesting a glycerine substitute that will serve my purpose? Milwaukee.

Your problem is one that is more and more affecting all industry, the question of maintaining quality and reducing production costs. In your instance, you do not have the industrial complication of weighing increased labor costs against the original cost and amortization of new machinery, but you do have the similar problem of weighing costs per unit and utility of various possible substitutes. Unfortunately, you do not send the formula of your preparation, so that we cannot give you specific directions that might otherwise be possible. The nature of the substitute would depend upon whether your preparation is to be used internally or externally, whether glycerine is solely a solvent, or whether glycerine is expected to have a definite cosmetic or pharmaceutical function. It may be possible that a smaller amount of a much more expensive compound could serve your purpose at a lower unit cost; actually cheaper substitutes may be possible. At any rate, among materials now in use that in one or another way act as substitutes for glycerine are diethylene glycol, diethylene glycol monoethyl or other ethers, various polyglycols, sorbitol, concentrated solutions of various sugars, etc. Possibly this mere enumeration will help you select a suitable glycerine substitute.

EFFERVESCENT FOOT BATH

We wish to make an effervescing foot bath powder which will have astringent and deodorizing power. Can you assist us with a formula and any comments you think necessary? Great Falls.

Effervescence is of no value in a foot bath, except psychologically it may lead to a sensation of restfulness. Meanwhile, manufacturing difficulties are greatly multiplied whenever effervescing rather than non-effervescing preparations are made. Even powders not in granular or in tablet form may be acted upon by moist air unless the package is absolutely tight. A typical formula according to your specifications is borax powder 10 parts, sodium bicarbonate 20 parts, anhydrous sodium carbonate (soda ash) 30 parts, powdered tartaric acid 20 parts, technical tannin 20 parts, perfumed with pine needle oil.

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Java 3c
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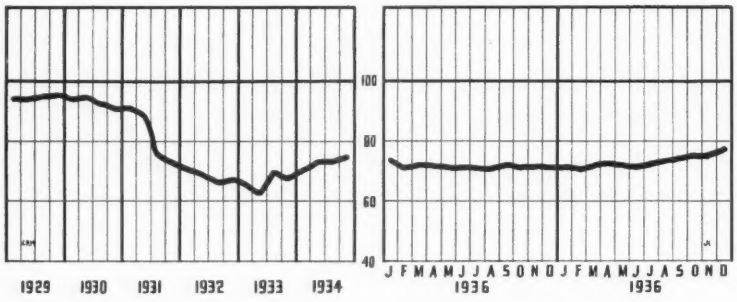
Digitalis leaves 1c
Eucalyptus oil 3c
Glycerin CP 2½c
Hemlock oil 5c
Ipecac root 5c
Japan wax ½c
Kamala 10c
Spike Lavender 35c
Lemon oil, Calif. 25c
Italian 55c
Menthol 10c
Orange oil, American 15c
Italian 50c
Peppermint oil, Nat. 5c
Redistilled 10c
Pimento berry oil 20c
Leaf oil 5c
Psyllium seed French ½c,
Sarsaparilla root, Mex. 2c
Spruce oil 5c
Stearic acid TP ½c
Stramonium leaves 2c
Tansy oil 25c
Tragacanth Gum No. 1 70c
No. 2 20c
Vanilla beans, Bourbon 20c
Mexican cuts 10c
Mexican whole 25c
Wahoo bark, root 5c
tree 1c
Wormwood oil 35c
Zinc stearate 3c

Down

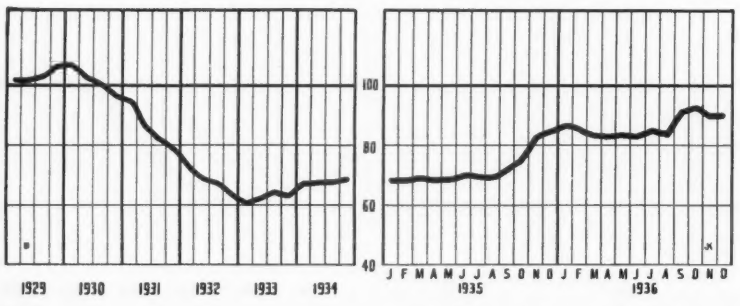
Acetone, pure 1c
Acetylsalicylic acid 3c
Buchu leaves 7c
Candelilla wax ¾c
Chamomile Hungarian 9c
Formaldehyde USP ½c
Iodine, Resublimed 10c
Tincture 25c
Malva flowers, blue 3c
Manna, large 5c
small 2c
Papain, powd. 10c
Plantago, blond ½c

25 Cosmetic Raw Materials—Unweighted Price Index. 1926 = 100.



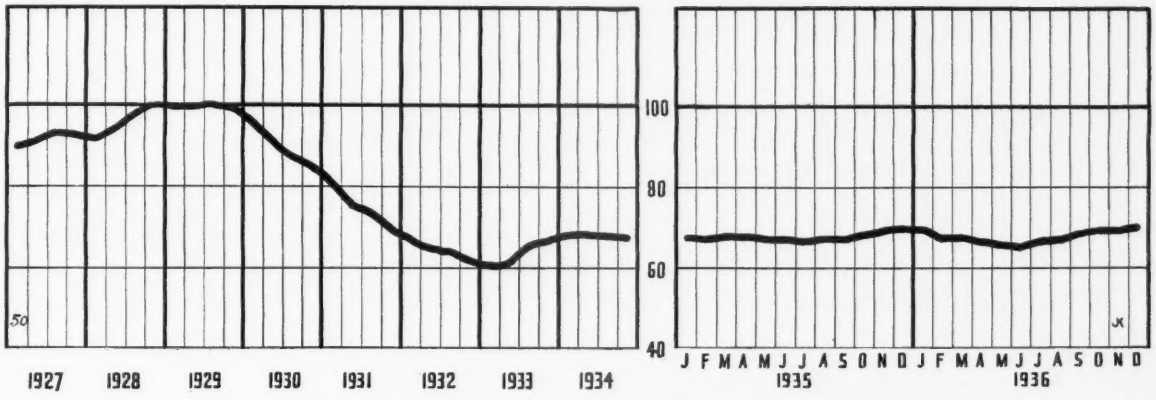
Cosmetic raw materials were also active, the index increasing from the previous 74.6 to 77.5 for December. Balsam copaiba jumped from 20 to 27 cents, candelilla wax lost ¾ cent to be quoted at 15¾ cents, glycerine continued its sensational rise to 22 cents, Japan wax was one-half cent higher at 9 cents, menthol increase from $2.90 to $3.00, stearic acid added one and one-half cents to reach 13¾ cents a pound, gum tragacanth jumped from $1.80 to $2.50 a pound.

15 Botanicals—Weighted Price Index. 1926 = 100.



The botanical price index also rose a little, from 90.0 to 90.5. Buchu declined from 75 to 68 cents. Digitalis rose one cent to 26, ergot increased from $1.50 to $1.65, ipecac was 5 cents higher at 85 cents a pound. The uncertainty of further shipments of Spanish ergot—which must come by way of Portugal—is again causing concern to those interested in this item.

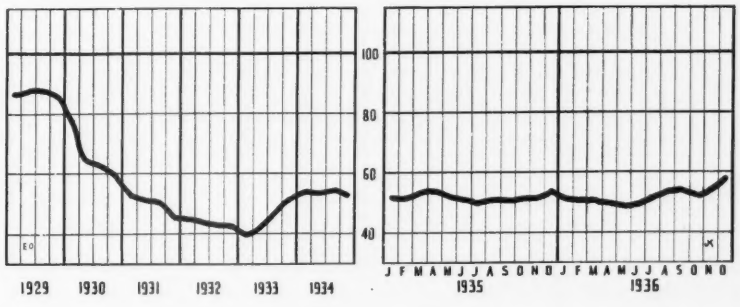
50 Raw Materials—Weighted Price Index. 1926 = 100.



The Drug and Cosmetic Industry index of 50 commodity prices showed a definite increase at the end of the year, from 68.9 in November to 70.4 for December. With the Spanish civil war deadlocked at Madrid, the prospects for resumption of raw material shipments from that country were not promising. Such items as Spanish ergot and spike oil were higher. Because of dwindling supplies thyme, origanum, rosemary, etc., were in a tight position.

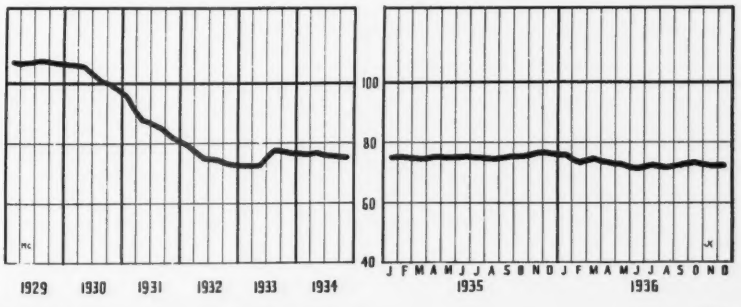
15 Essential Oils—Weighted Price Index. 1926 = 100.

Major activity was shown in the essential group of prices, the index for December being 58.4 compared with 54.3 in November. Six items showed higher prices. Anise oil rose from 75 to 85 cents, bergamot oil increased to $2.85 from the previous $2.50, citronella was 3 cents higher at 33 cents, eucalyptus also increased 3 cents to 38 cents, lemon oil was quoted at $2.65 compared with the previous $2.10, peppermint oil rose 5 cents to $2.30.



15 Medicinal Chemicals—Weighted Price Index. 1926 = 100.

Medicinal prices showed a small net decline, from 73.1 to 73.0, acetylsalicylic acid declining from 58 cents to 55 cents, and menthol rising 10 cents to $3.00. During late trading menthol showed every indication of further advance but it was believed that in view of the large peppermint crop the firmness was due to short covering in Japan.



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VANILLA BEANS

The buyer's market for all grades of vanilla beans is definitely out. The prospects are that a seller's market will prevail for some time.

Bourbon beans on spot are higher at from $3.50 to $4.00 per pound. Mexican cuts are up to from $3.35 to $3.60 and the whole Mexicans now range from $3.75 to $4.55. The position at these higher levels is still so firm that leading factors expressed the opinion that a minimum market of $4.00 would prevail by the first of the year.

Surplus stocks in the United States and in France are small. The next crop of Madagascar beans is estimated to be not in excess of 300 tons. Up to the end of October this year, more than 300 tons of Bourbon beans arrived in the United States. The business revival in this country is likely to increase the rate of imports rather than decrease it. In this case will there be enough beans?

Imports of Bourbon beans for the first 10 months of this year were 40 per cent. ahead of the same period of 1935. They were also greater than for the similar period of 1934 when prices on an average were much lower.

If the Bourbon crop for 1937 is not more than 45 to 50 tons greater than the previous crop, it is generally believed that high bean prices will prevail for at least two years.

This whole situation is a throw back from 1931-32-33 when prices in Madagascar did not cover cost of production. As a result the plantations were neglected to the extent that production declined sharply and reached such low levels that had buying been normal in Europe an extreme shortage would have been felt long before this. As it takes from three to four four years to increase production of vanilla beans the plantations as yet have not been sufficiently rehabilitated to show any material improvement.

New crops from now on, however, will have to be carefully watched as the higher prices now prevailing will no doubt soon influence production. The 1937-38 possibilities for production are not definitely known but for the early future no reason is shown for lower prices. The spot market from now until next May at any rate will be very tight.

The situation in Mexican beans is almost as strong as the Bourbons and in one respect may materially militate to the further strength in the Madagascar position. This is especially true of cuts.

The crop of Mexicans this year was approximately 200,000 pounds. The new crop will be from 200,000 to 250,000 pounds. This year showed the largest consumption of Mexican cuts in many years, primarily because the price range was unusually close to the Bourbon prices. The last crop of Mexican beans showed a good percentage of cuts but the new crop are said to be of good length and there will not be so many cuts.

During the first six months of this year a considerable amount of cuts were used by Bourbon buyers for blending or for straight use. A short crop of Mexican cuts will undoubtedly draw more buyers into the Bourbon market, further strengthening their position. There are practically no Mexican cuts available in the United States now and there will be no relief from this situation until February/March arrivals.

Furthermore, there is not likely to be a reduction in price for the whole Mexican beans because of the prevailing high prices for Bourbons.

GUM TRAGACANTH

Gum tragacanth seems to be becoming extremely awkward for the buyers. The spot market price of number one gum tragacanth has been advanced 70c per pound making the market minimum at $2.50 with the range to $2.60 as to quantity. This is the highest price to be reached since February, 1929. Number 2 gum was also higher at from $1.85 to $1.90.

A true scarcity of number one ribbon is reported on spot and at the source. A cable to the Department of Commerce dated October 24, states that a large order for ribbon grade gum tragacanth has practically exhausted the entire supply. All Iran (Persian) gum is sold by central organization at Teheran regardless of where it is produced.

Hitherto a large proportion of the Iranian (Persian) gum tragacanth imported by the United States was purchased from three countries which had entered into this business for the purpose of improving their foreign exchange position. Now, however, The Gum Tragacanth Export Corporation is reported to be giving special permission to representatives of American importers to export gum tragacanth.

While it is undoubtedly true that there is a short crop especially of the higher quality gum, the strength in this item can be largely attributed to price control in the primary market and also control exercised over collection and distribution.

London is in receipt of information from the source that it is now only possible to do shipment business on c.i.f. London terms and purchasing the goods outright. Hitherto the gum has been dispatched to the London market on consignment and handled by brokers. One report states that only orders for a "string of gum"—a large bulk quantity composed of the various qualities—will now be entertained.

MENTHOL

The depression of the Japanese market seems to have been checked, temporarily at least, by short covering there, and a somewhat higher market established. On spot prices were advanced to from $3.00 to $3.10 per pound.

According to the Department of Commerce, exports of menthol crystals during the first half of 1936 amounted to 262,481 pounds (valued at 2,052,460 yen) as compared with 359,111 pounds (2,836,148 yen) for the same period of 1935 and 497,089 pounds (3,200,862 yen) for the first half of 1934. The United States was the destination of approximately 60 per cent. of the total quantity exported.

The peppermint crop in Hokkaido for this year on September 26, 1936 was said to be the best in many years, according to unofficial sources reporting through Assistant Trade Commissioner Charles H. Boehringer, Tokyo to the Department of Commerce.

Hokkaido, although the foremost source of peppermint in the world, has been having bad crops on account of cold waves in the past several years. For this season a "phenomenally successful" crop is reported from the island where the harvesting has just been concluded. This report contrasts with the forecast made on August 13, 1936, to the effect that the Hokkaido peppermint crop was affected by the cold spring and that the total crop in all of Japan would be from 5 to 10 per cent. less than in 1935.

VANILLIN

The Howard Smith Paper Mills, Ltd., Cornwall, Ontario, have recently taken out a Dominion charter for a subsidiary company to be known as the Howard Smith Chemicals, Ltd., for the purpose of manufacturing vanillin from sulphite liquor. It is stated that it is a well-known fact that wood contains approximately 2 per cent. vanillin and, by means of a process developed by the Howard Smith Paper Mills, Ltd., this may be extracted from the sulphite liquor produced in the manufacture of paper. The new plant, relatively small, is to be built in such a way that the capacity can easily be increased when the demand warrants such extension. The capital structure of the Howard Smith Chemicals, Ltd., will be $100,000 of 6 per cent. cumulated preferred stock and 20,000 shares of no par value common stock, all of which has been subscribed.

This will be the first production of vanillin in Canada. According to unofficial press statements, plant capacity will be in the order of 400 pounds per day, but it is not anticipated that this production will be reached at the beginning.

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CITRUS OILS

Another sharp advance featured this market as a whole. There is nothing in the situation which would indicate a reversal of the present trend for some time to come.

Under the strict control of prices and exports Bergamot oil in the Italian market was one of substantial strength. In the spot market prices have been advanced to $2.85 per pound minimum with a range to $3.50 as to brand and quantity.

A new agreement stipulates that the Bergamot Growers' Consortium will sell the bergamot oil delivered to it by producers, to the wholesalers and exporters at a price fixed periodically by the three parties, producers, consortium and dealers. The dealers and exporters are authorized to dispose of the oil bought from the consortium, both on the domestic market and abroad. If the consortium sells direct it must not undersell the dealers and exporters. The consortium will put its brand on the oil sold to dealers, but the dealers also may add their own private brands. A uniform container and packing methods will be adopted, and a standard selling contract will be drawn up. The agreement will run for 1 year from date of signature.

The Italians are in a particularly favorable position to control the production and market price of bergamot oil because a very small area of southern Italy known as Regio Calabria is the only part of the world in which the bergamot tree will thrive and produce an oil which has the definite characteristics which are responsible for its popularity. Bergamot trees have been planted in other parts of the world that have a soil and climatic condition quite similar to southern Italy but experiments have always proved a failure as the oil invariably has a camphorous odor which disqualifies it.

It would therefore seem that manufacturing consumers who require bergamot oil will have to pay the price dictated by the Italian Government.

Higher cables on Italian orange oil resulted in a sharp rise locally to the basis of from $2.85 to $4.00 per pound as to seller and quantity. There are reports to the effect that the Italian Government has confiscated all the terpenes and if this is confirmed it will eventually mean a smaller production of better quality material at correspondingly higher prices.

California orange oil was also materially advanced. The new schedule is $3.00 per pound as compared with $2.85 previously quoted.

The lemon oil picture is very similar to that in orange and bergamot. Domestic producers of California oil advanced prices 25c per pound to $2.00 because of the short supply and the rapidly advancing market for the imported product.

The shipment price for Italian oil was advanced and locally quotations were up to as high as from $2.65 to $3.50 as to quality and quantity. The rise in replacement costs was very sharp and in some instances it cost $3.00 and higher to secure goods for shipment.

MERCURY

Late during the period under review very little material was said to be available at the advanced price of from $93.00 to $95.00 per flask. It seems likely that $95.00 would have to be paid for any substantial quantity.

Shipments from the Pacific Coast have been materially affected by the marine strike. No shipments by rail have been reported but as the rail rates are higher there would either have to be a reduction in price by the shippers or an advance in the resale price here to offset this additional cost.

To further complicate the situation, latest reports from war torn Spain indicates the possibility of a successful blockade of the ports from whence mercury is usually shipped. This would eliminate the largest potential source of supply.

Higher prices have not materially increased American production primarily because the mines are located high in the mountains of Colorado and the Far West where severe weather conditions makes increased operations at this time of year almost impossible. Manufacturing consumers must therefore depend almost entirely on Italy and it is not believed that Italy can supply the requirements of the whole world.

The market was therefore one of great potential strength with a further upward tendency expected. Essential mercurial salts were in a similarly strong position.

GLYCERIN

The strong market ruling for many weeks continued unabated. There was a further advance of spot quotations for C P glycerin making the range from 22c to 23c per pound. Prices were expected to hold over the balance of this year at least. Business has been booked to such an extent that refiners have been unable to accumulate a reserve supply for warehouse purposes.

Imports of refined glycerin during the first nine months of 1936 amounted to 1,584,234 pounds valued at $256,171. This compared with 62,132 pounds valued at $7,094 for the similar period of 1935.

Production of chemically pure glycerin during the first 9 months of 1936 amounted to 59,282,156 pounds as compared to 56,512,714 pounds during the same period of 1935.

Stocks of chemically pure glycerin as of September 30, 1936 were materially lower, however, amounting to only 8,842,746 pounds as compared to 13,081,866 pounds on hand as of September 30, 1935.

ALOES

Harvesting and curing of the 1936 aloe crop in Aruba was completed in September. Because of extremely dry and hot weather, the output was reduced to 4,000 cases of 125 pounds each, a decrease of 1,500 cases from the March estimate, and of 500 cases from the estimate of June 30, 1936.

About 2,500 cases have already been exported to the United States and Europe, leaving 1,500 cases available at the end of September. To these must be added approximately 3,200 cases held from former years by the estate of Adrian Lacle, Oranjestad, Aruba, which are being retained for higher prices, reported to be about 25c per pound. This carryover makes for much uncertainty in the situation as it may be put on the market at any time. According to present indications, the 1936 crop will be exhausted before the end of the year.

The situation in Bonaire, a minor producer of aloes, is unknown. Early in the year the output was estimated at about 1,200 cases, probably reduced by dry weather to 800 cases.

Makers of aloin were well supplied with raw material but because of the situation at the source they paid full prices and hence the position of aloin has continued to be one of firmness and strength.

EUCALYPTUS OIL

Difficulty continues to be experienced by importers in obtaining replacement material from Australia. This is the season of heaviest consumption in this market and the time of year during which production in Australia is at low ebb.

As predicted in our previous report there has been a further advance in the spot price with the market now at a range of from 38c to 40c per pound as to quantity.

The general situation is such that it is not likely that an easier market will develop during the winter months ahead.

CORIANDER OIL

Few suppliers have any oil to offer. What material is available is being held to meet in part the requirements of regular customers.

Agents for the USSR stated that exports of seed and oil are prohibited, the total production being required for home consumption. The seed produced in Russia is the only seed that produces oil in commercial quantity.

As a result of this situation spot prices now range as high as from $15.50 to $16.00 per pound for the limited material available.

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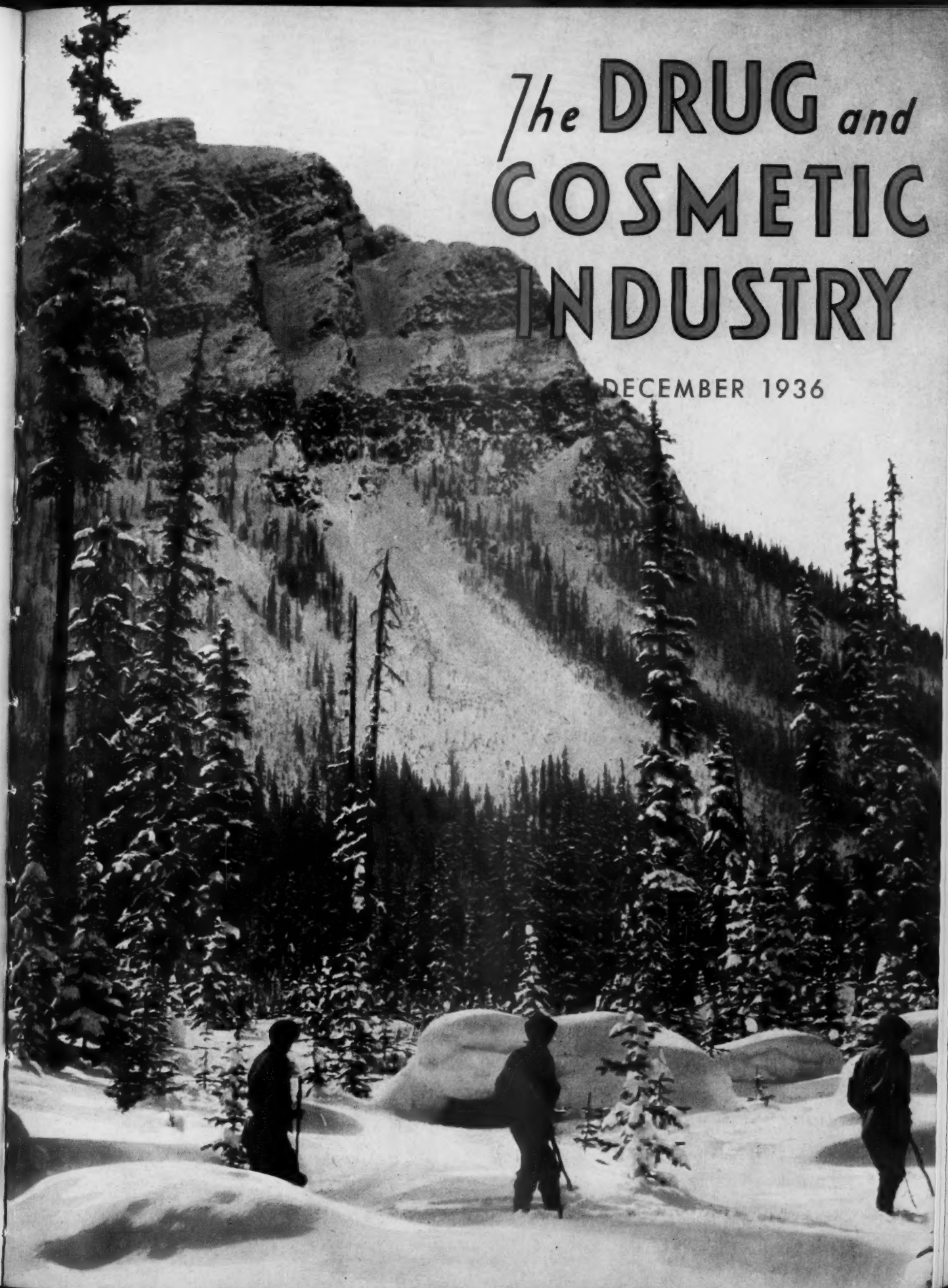

● At this season, when thoughts revert to friends near and far • we extend you cordial greetings and good wishes for abundant prosperity in the coming year • For your support of SNOW TOP CHALK in the year now closing • we of the SNOW TOP family thank you • One of our New Year resolutions is that we will strive more than ever to merit your favor by keeping SNOW TOP in the lead in uniformity and all 'round excellence.

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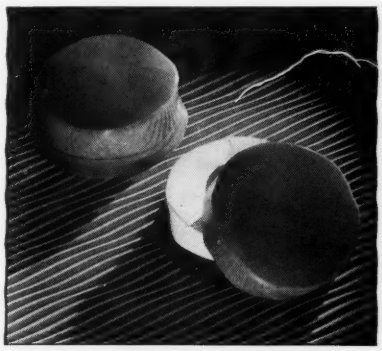

POWDER BOX—A sleek, lustrous Durez powder box is sift-proof and reduces odor loss found in packages made of more porous materials. Women like it better than conventional boxes because it is *permanently* attractive.

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Durez molded pieces have a shiny, lustrous finish that will never dent, scratch or peel. Alcohol and most common chemicals will not affect Durez in any way. It is light in weight—reducing shipping costs—yet structurally strong.

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DUREZ

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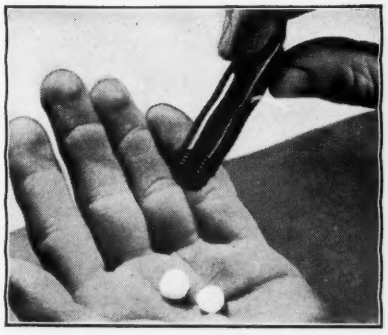
PILL BOX—These new Durez slide top boxes are light in weight, handy to carry...and can be opened with only one hand. Ideal for small pills and capsules. Name, trade-mark, ingredients and dosage can be molded in top and bottom of box.

CREAM JARS—Dermalure creams are now packed in three-piece Durez jars that weigh up to 60% less than conventional jars. They are inert to the creams, and the lids screw on and off with a mere flick of the fingers. Name and trade-marks are molded in top and sides.



TABLET VIAL: Wheeling Stamping Co. scores a scoop with this new molded Durez tablet vial. Light, compact, handy... it slips out of the way in a vest pocket or purse. A flick of the fingers removes the cap. It is shatterproof, and the sleek, shiny Durez finish will not wear off. Fine for liquids too, for the tight-sealing screw-cap can be equipped with an applicator.

PACKAGE WITH PERMANENT USE—This Durez razor box will swing many a sale for the razor. Old-blade receptacle, new-blade package and the razor itself all fit into their neat niches. Soapy hands and wetting won't hurt it a bit. Other toilet articles can be packed the same neat, attractive way.

BOTTLE CLOSURES WITH PERSONALITY—The trade-name's Crown . . . so they made the closure one! Durez molded screw-caps can be made practically any shape to complement the design of your bottle or to tie up with your trade-name. Durez screw-caps always come off and go on easily, yet provide a tight seal.

Buyer's Guide

The firms listed below are reliable sources of supply which we are glad to recommend to our readers.

Absorption Bases
Th. Goldschmidt Corp.
R. W. Greeff & Co., Inc.
Chas. L. Huisking & Co.
Innis, Speiden & Co., Inc.
N. I. Malmstrom & Co
Pfaltz & Bauer, Inc.

Alcohol
Commercial Solvents Corp.
U. S. Industrial Alcohol Co.

Alkaloids
Abbott Laboratories
J. T. Baker Chemical Co.
R. W. Greeff & Co., Inc.
Chas. L. Huisking & Co.
Mallinckrodt Chemical Works
Merck & Co., Inc.
N. Y. Quinine & Chemical Works
Norwich Pharmacal Co.

Applicators and Droppers
Glass Products Co.
Pennsylvania Glass Products Co.

Aromatic Chemicals, Essential Oils, Flavors and Perfume Specialties
Aromatic Products, Inc
W. J. Bush & Co., Inc.
California Fruit Growers Exchange
Dodge & Olcott Co., Inc.
The Dow Chemical Company
P. R. Dreyer, Inc.
E. I. du Pont de Nemours & Co., Inc.
Felton Chemical Co., Inc.
Firmenich & Co., Inc. (Chuit, Naef)
Charles Fischbeck Co.
Benj. French, Inc.
Fritzsche Brothers, Inc.
General Drug Company
Givaudan-Delawanna, Inc.
Heyden Chemical Corp.
George Lueders & Co.
Magnus, Mabee & Reynard, Inc.
Monsanto Chemical Co.
Norda Essential Oil & Chemical Co.
Orbis Products Corp.
Compagnie Parento, Inc.
Polaks Frutal Works Inc.
Riviera Products Co.
Schimmel & Co., Inc.
Geo. Silver Import Co.
A. M. Todd Co.
Ungerer & Co.
van Ameringen-Haebler, Inc.
Van Dyk & Co.
Albert Verley, Inc.

Beeswax
American Cyanamid & Chemical Co.
E. A. Bromund Co.
Walter H. Jelly & Co., Inc.
Koster-Keunen
Theodor Leonhard Wax Co. Inc.
M. W. Parsons, Imports
Orbis Products Corp.

Botanical Drugs
J. L. Hopkins & Co.
Chas. L. Huisking & Co.
S. B. Penick & Co.

Bottles and Jars
Carr-Lowrey Glass Co.
Glass Products Co.
Hagerty Bros. & Co.
Hazel-Atlas Glass Co.
Maryland Glass Corp.
Owens-Illinois Glass Co.
Pennsylvania Glass Prod. Co.
Salem Glass Works
The Sudbury Co.
Swindell Brothers, Inc.

Cans
Continental Can Co.

Cartons
Lowe Paper Co.

Chalk
Industrial Chemical Sales Co., Inc.
M. W. Parsons, Imports
Peerless White Lime Co.
John & E. Sturge, Ltd.

Citric Acid
H. J. Baker & Bro.
J. T. Baker Chemical Co.
California Fruit Growers Exchange
Dodge & Olcott Co., Inc.
Mallinckrodt Chemical Works
McKesson & Robbins, Inc.
Merck & Co., Inc.
N. Y. Quinine & Chemical Works
Chas. Pfizer & Co., Inc.

Closures
Aluminum Seal Co.
Anchor Cap & Closure Corp.
Aridor Co.
Armstrong Cork Products Co.
Bridgeport Metal Goods Mfg. Co.
Crown Cork & Seal Co.
Dodge Cork Co
General Plastics, Inc.
Mundet Cork Co.
Phoenix Metal Cap Co.
Sylvania Industrial Corp.

Cod Liver Oil
P. R. Dreyer, Inc.
Chas. L. Huisking & Co.
McKesson & Robbins, Inc.
S. B. Penick & Co.

Collapsible Tubes
National Collapsible Tube Co.
New England Collapsible Tube Co.
Sun Tube Corp.
White Metal Mfg. Co

Colors
Ansbacher-Siegle Corp.
Fezandie & Sperrle, Inc.
Interstate Color Co., Inc.
H. Kohnstamm & Co., Inc.
Leeben Chemical Co., Inc.
R. F. Revson Co.
Whittaker, Clark & Daniels, Inc.

Corks
Armstrong Cork Products Co.
Dodge Cork Co.
Mundet Cork Co.

Cosmetic Cases
Bridgeport Metal Goods Mfg. Co.
Scovill Mfg. Co.

Face Powder Base
T. Gostage Leek
M. W. Parsons, Imports
General Drug Co.

Glass-Lined Equipment
The Pfaudler Co.
Alsop Engineering Corp.
Ertel Engineering Corp.

Gums
Paul A. Dunkel & Co., Inc.
Frank-Vliet Co., Inc.
J. L. Hopkins & Co.
Innis, Speiden & Co.
Walter H. Jelly & Co., Inc.
Orbis Products Corp.
S. B. Penick & Co.
Thurston & Braidich
Jacques Wolf & Co.

Labels
John Horn

Lanolin
Innis, Speiden & Co.
Walter H. Jelly & Co., Inc.
N. I. Malmstrom & Co.
Merck & Co.
M. W. Parsons, Imports
Pfaltz & Bauer, Inc.

Machinery (Packaging)
Arthur Colton Co. (Tube & Tablet)
Consolidated Packaging Machinery Co.
Economic Machinery Co. (Labeling)
Package Machinery Co. (Wrapping)
F. J. Stokes Machine (Co. Tube & Tablet and General)
Stokes & Smith Co. (Powder)
U. S. Bottlers Machinery Co. (Bottle)

Machinery (Production)
Abbe Engineering Corp.
Alsop Engineering Corp
Beach-Russ Co.
The J. H. Day Co
Ertel Engineering Corp.
Kux-Lohner Machine Co.
Manton-Gaulin Mfg. Co.
Mixing Equipment Co., Inc.
Pfaudler Company
Proctor & Schwartz, Inc.
Pulverizing Machinery Co.
George G. Rodgers Co.
F. J. Stokes Machine Co.

Machinery (Used)
Consolidated Products Co.
First Machinery Co.
Loeb Equipment Supply Co.
Stein-Brill Corp.

Medicinal Chemicals
Abbott Laboratories
J. T. Baker Chemical Co.
Benzol Products Co.
California Fruit Growers Exchange
Columbia Alkali Co.
Dow Chemical Co.
Heyden Chemical Corp.
Chas. L. Huisking & Co.
Mallinckrodt Chemical Works
Merck & Co., Inc.
Monsanto Chemical Co.
N. Y. Quinine & Chemical Works
Norwich Pharmacal Co.
Chas. Pfizer & Co., Inc.
Schofield-Donald Co.
Seydel Chemical Co.
Sherka Chemical Co.
Wilson Laboratories

Mineral Oil
Atlantic Refining Co., The
M. W. Parsons, Imports
S. Schwabacher & Co.
Sherwood Petroleum Co.
L. Sonneborn Sons, Inc.
Standard Oil Co. of Indiana

Neutral White Soap
J. L. Hopkins & Co.
S. B. Penick & Co.
John Powell & Co.

Opal Jars
Carr-Lowrey Glass Co.
Hazel-Atlas Glass Co.

Packing Material
Kimberly-Clark Corp.

Paper Boxes
J. Frank
Karl Voss Corp.
W. C. Ritchie & Co.

Plastic Molders
General Plastics Inc.
Norton Labs.

Private Label
Adde, Inc.
American Perfumers' Labs. Inc.
Cosmetic Company
Ehrmann-Strauss Co., Inc.
Helfrich Laboratories
Kolmar Laboratories
Paris Cosmetics, Inc.
Solo Laboratories, Inc.
Sterling Mfg. Co.
Henry Tetlow Co.
The Vorac Co.

Stearates
Franks Chemical Products Co.
Mallinckrodt Chemical Works
Merck & Co.
Orbis Products Corp.
M. W. Parsons, Imports
R. F. Revson Co.
Whittaker, Clark & Daniels, Inc.

Talc
Innis, Speiden & Co.
Chas. Mathieu, Inc.
Orbis Products Corp.
R. F. Revson Co.
Whittaker, Clark & Daniels, Inc.

Transparent Paper
Riegel Paper Corp.
Sylvania Industrial Corp.

Vials
Kimble Glass Co.

Vitamin Concentrates
Pharmaceutical Specialties Co.

Zinc Oxide
Innis, Speiden & Co.
New Jersey Zinc Co.
Orbis Products Corp.
M. W. Parsons, Imports
R. F. Revson Co.
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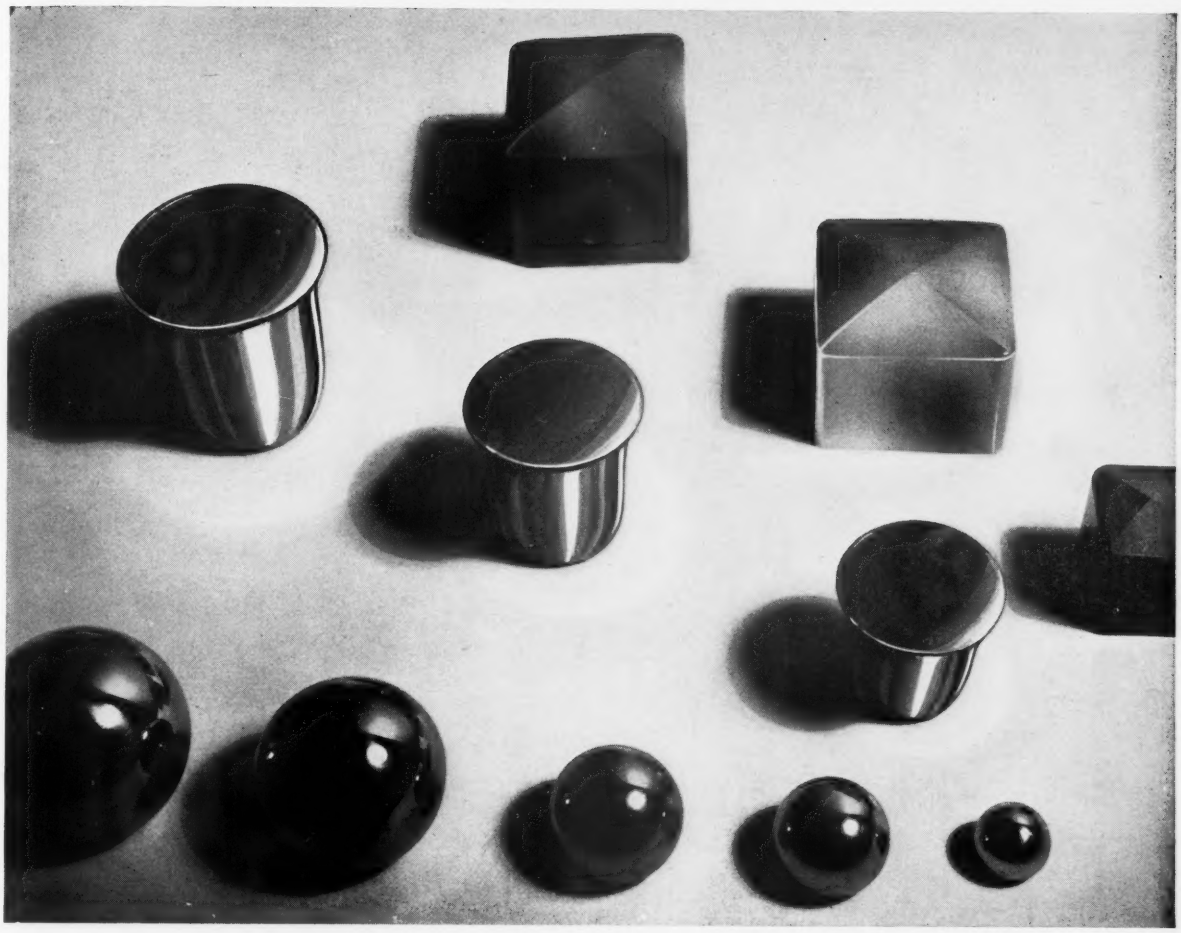

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Perhaps you, too, are looking for a cap which is above the ordinary. This can be made following your own design or we shall be glad to submit suggested designs to you.

Fabricated of beautiful metal, polished or with enamel decoration.

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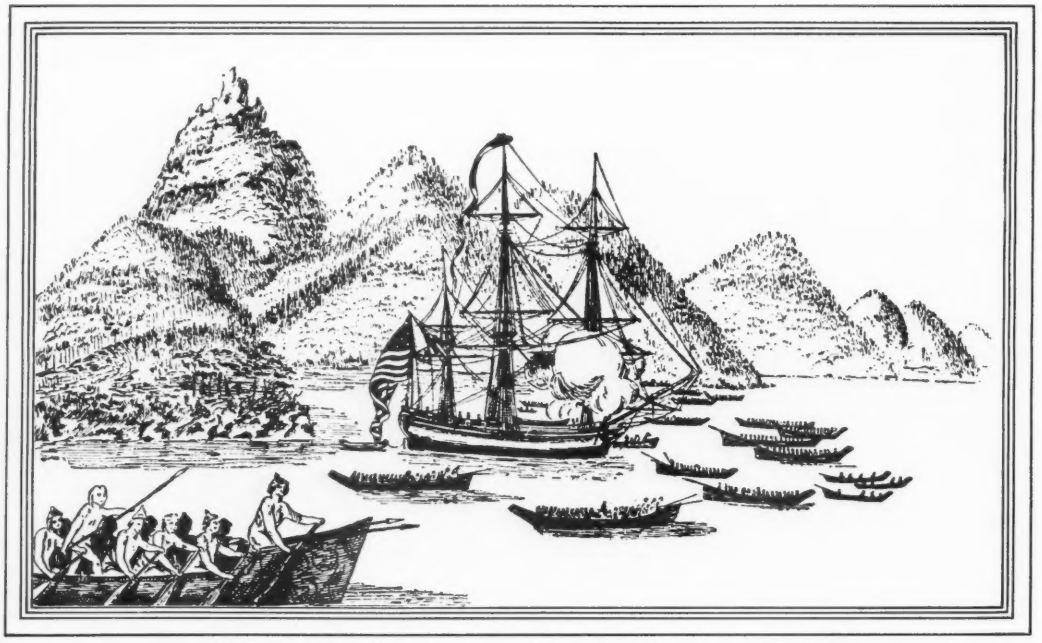

THE DISCOVERY OF THE COLUMBIA RIVER
AFTER AN OLD PRINT BY DAVIDSON

ON May 11, 1792, Captain Robert Gray of Boston, while on a voyage to open trade with the northwest coast of America, entered a great river which he named COLUMBIA, after his own vessel. Previously, the *Columbia* had been the first American ship to circumnavigate the globe.

Why don't you, too, discover COLUMBIA—the COLUMBIA ALKALIS which never vary, which set new standards of purity, which are backed with worry-free service? If you are not already specifying COLUMBIA for all soda products, may we suggest that the present, with its promise of prosperity for 1937, is a most opportune time to sign on.

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To our friends everywhere we wish a

Very Merry Christmas

and a **New Year** *filled*

with Joy and Contentment

We extend our deep appreciation for the favors we have received during every month of the year now ending and we wish for each and every friend a greater share of the country's prosperity.

DODGE & OLCOTT COMPANY

Makers of

Essential Oils, Oleo Resins, Flavors and Compounded Perfume Bases.

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THE TOPS IN FACE POWDER

Never before has it been possible to compound a NO SHINE face powder or a powder that will suit every type of skin.

● Quoting from "Modern Cosmetics—Formulation and Production"—by Francis Chilson, Tech. Ed., "The Drug and Cosmetic Industry":

"Many leading manufacturers have ignored this fact and strive in every possible way to establish a permanent market among the women who can use the particular kind of powder they make. This leads naturally to a process of trial and error which, possibly, accounts for the fluctuation in popularity of leading brands and the ease with which a new one, supported by a convincing advertising program, can make a swift inroad into the field."

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● SNOWTEX 13-A will stay this unwanted change. Like an invisible film . . . like magic . . . Snowtex 13-A produces the ultimate in shine-free soft feminine skin texture. Leaves the face free from either shine or obvious powder. Snowtex 13-A disperses light reflected from the skin. Snowtex 13-A can't shine of itself. Write for sample.

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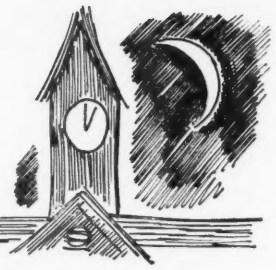
How Far Did Paul Revere *Ride?*



"IT WAS two by the clock when he came to the bridge in Concord town."

So runs the Longfellow poem about Paul Revere.

But *did* Paul Revere ever reach Concord on that fateful night of April 17, 1775, when he was off like a shot on his eager steed to call the patriots to arms—to spread the alarm "through every Middlesex village and farm"?

It seems to have been true enough that he stood on Charlestown shore, awaiting a signal from the belfry of North Church tower to tell him of the movements of the British.

But the poet's account of Revere's ride does not quite check with documented historical records. The truth appears to be that Paul did not reach Concord at all. Around midnight, he gave his message of warning to Samuel Adams and John Hancock—two great old boys—at Lexington where they had fled to avoid arrest. At Lexington, Paul was joined by William Dawes and Dr. Prescott who were on a similar errand, to spread the alarm. These three set out together for Concord. But they had gone only a short distance when Revere was captured by British scouts and taken back to Lexington a prisoner. The other two contrived to escape and got to Concord where they told the exciting news.

But Paul Revere had the right idea. It wasn't his fault that he failed to reach Concord that night. He represented the spirit of the nation.

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NOTE! It is most important that you buy Vitamin F on the basis of biological assay, measured in UNITS. Our Vitamin F concentrate (50,000 units per gram) is ready for accurate use always and is far less costly, on the basis of ACTUAL UNITS, than any natural source of Vitamin F (any source in its natural state cannot be controlled or standardized according to vitamin potency, therefore it is inaccurate, undependable, impractical in use) Sample ¼ gal. of Vitamin F concentrate (50,000 units per gram), certified and biologically assayed, is now available at $10, ready for use in cosmetic products (cost per packaged product is negligible).

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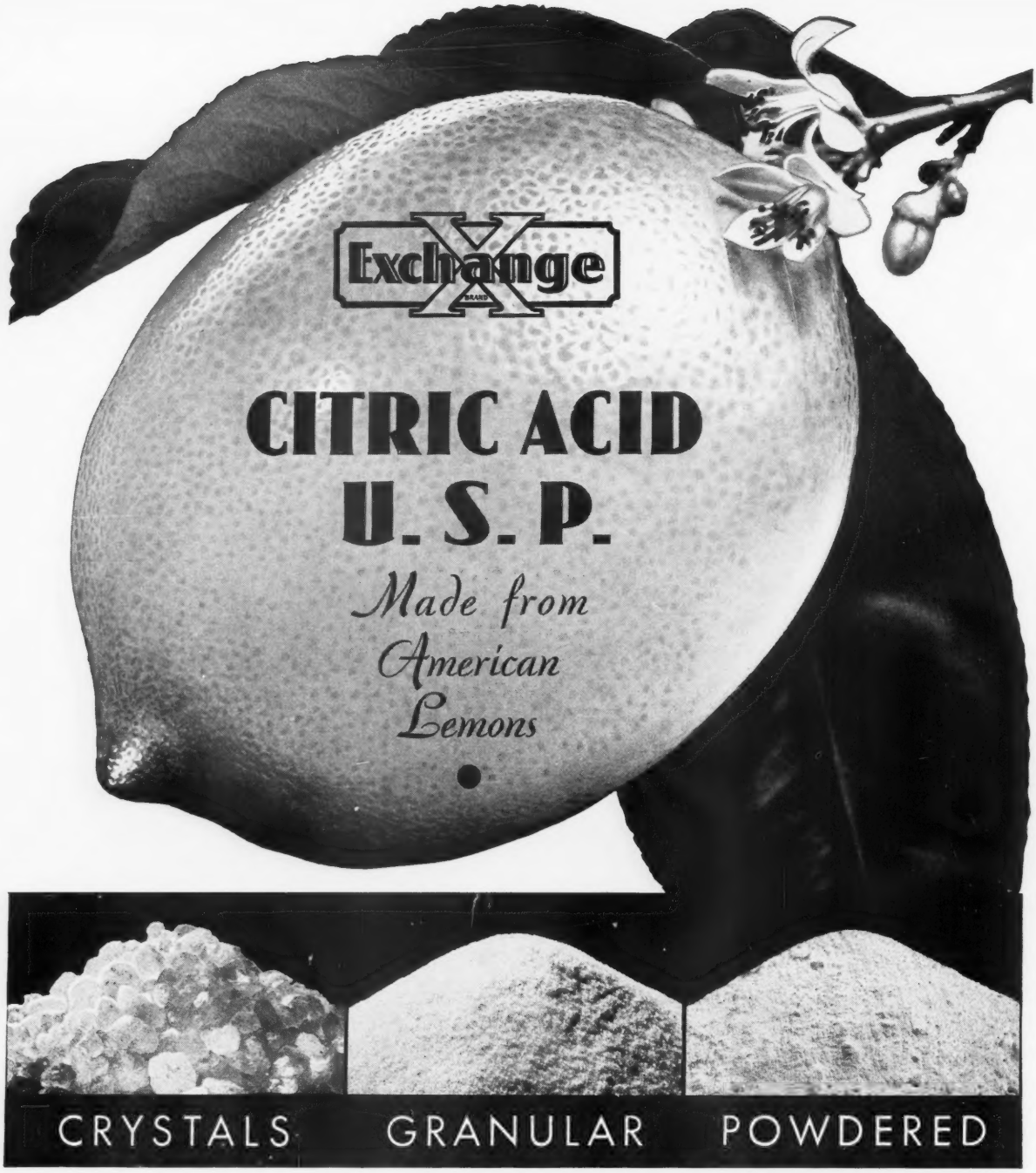

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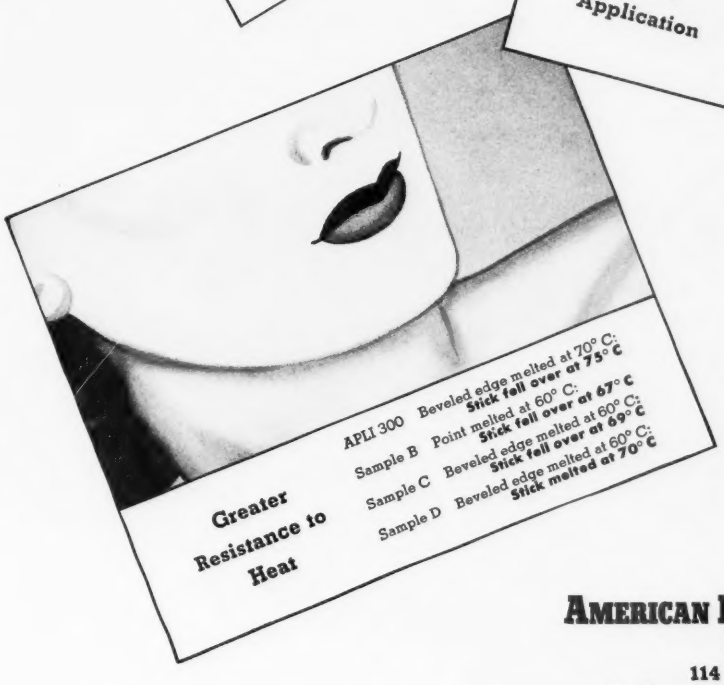
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APLI 300 Beveled edge melted at 70° C; Stick fell over at 75° C
Sample B Point melted at 60° C; Stick fell over at 67° C
Sample C Beveled edge melted at 60° C; Stick fell over at 69° C
Sample D Beveled edge melted at 60° C; Stick melted at 70° C

The report of the world's foremost analytical laboratory shows that lipsticks produced according to the new APLI formula "Series 300" are superior on every point.

They resist the most trying atmospheric conditions without sweating or bleeding. They apply more smoothly, more evenly and with less pressure. The colors, of the highest purity, far exceed present-day standards.

These new lipsticks are now being featured by all APLI clients. And, after exhaustive consumer tests, have recently been adopted by two distinguished national advertisers. We will be pleased to furnish samples for your personal examination.

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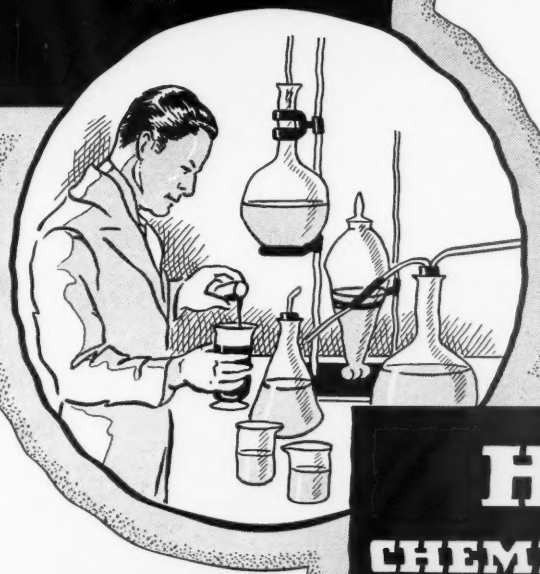

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MAKE THIS SIMPLE THREE-POINT TEST OF TOUCH, SIGHT AND SMELL

1—Rub some Merck Zinc Stearate U. S. P. between thumb and fingers—and note the silky, smooth-as-velvet feel and freedom from harsh particles.

2—On a clean white paper in clear daylight observe the brilliant white color and freedom from brownish or yellowish cast, which might interfere with color blends.

3—Note the absence of foreign or rancid odor—eliminating the possibility of interference with, or spoilage of, the most delicate perfumes.

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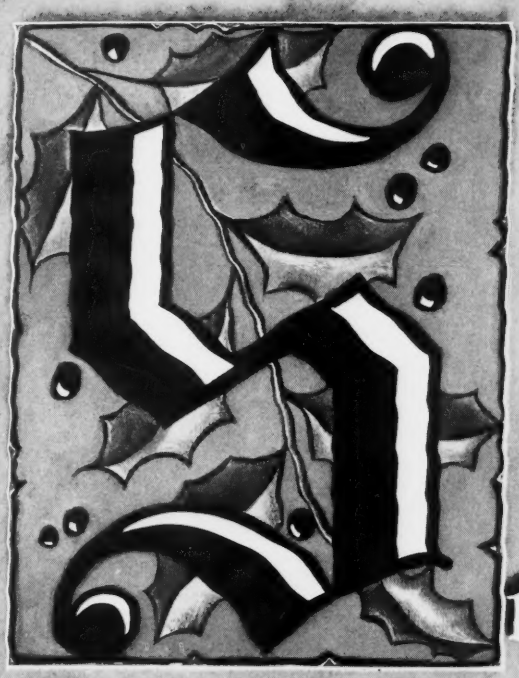

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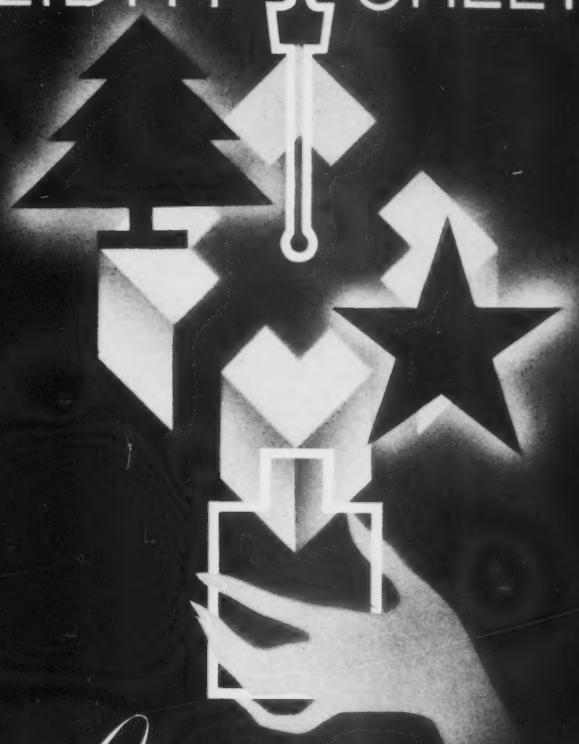

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It is light—delicate—with all the tang of fresh Spring flowers. Bouquet 1937 is manufactured under the most rigid control assuring uniformity and unexcelled high quality.

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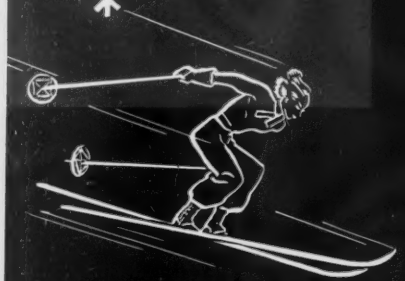

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BEESWAX
Are the Things That Count

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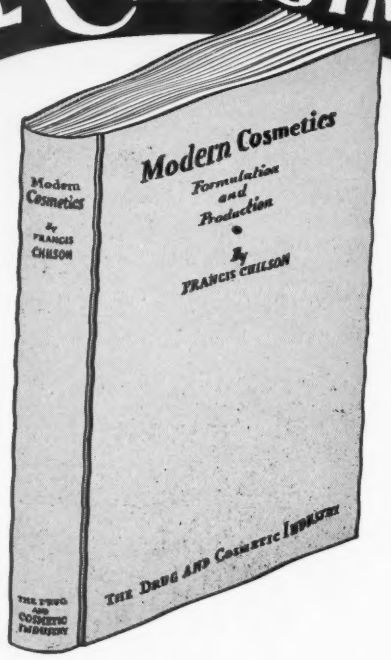

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which deals *exclusively* with the evolution, packaging and marketing of Soap, Perfumery, Cosmetics and allied products. "SOAP, PERFUMERY & COSMETICS" is the accredited organ of the industry throughout Great Britain and the British Empire. Its news and technical articles are up-to-minute and the journal is really indispensable to all engaged in the industry in any part of the world.

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Micronizing's FLUID-LIKE Texture will raise your rouge compact quality standards to a new high level, benefiting your line as a whole. Ask for samples for testing purposes . . . note its wider color range, absence of grit, and its incomparable smoothness. Guard *your* good name with FLUID-LIKE Texture; you'll be amazed to find that it costs no more than cheap imitations.

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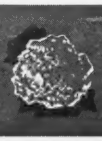
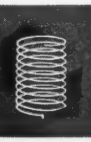
LIGHT AS A FEATHER SOFT AS WOOL ABSORBS LIKE A SPONGE  GIVES LIKE A SPRING 

Scoring more Goals

The game of sampling and packaging is never-ending. On and on, to bigger and more profitable victories, speed the nation's packaging leaders — gaining new territory and new consumers through the use of Kimble Glass Vials.

Every day you meet these packaging successes face to face — perfumes, proprietaries, chemicals, drugs, foods, candies — colorfully and scientifically protected by Kimble Glass Vials — and they're "going places" with amazing strides.

Kimble Vials — with their perfect transparency, their vest-pocket and handbag convenience, and their unlimited adaptation to unusual closures — are today's choice of those who set the pace in sampling and packaging.

Don't gamble with popularity and sales. Be sure! Package and sample in Kimble Vials, and increased profits will come automatically. CONSULT KIMBLE FIRST!

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ANCHOR SHELLBACK CAPS, varying top designs with plain or fluted skirts
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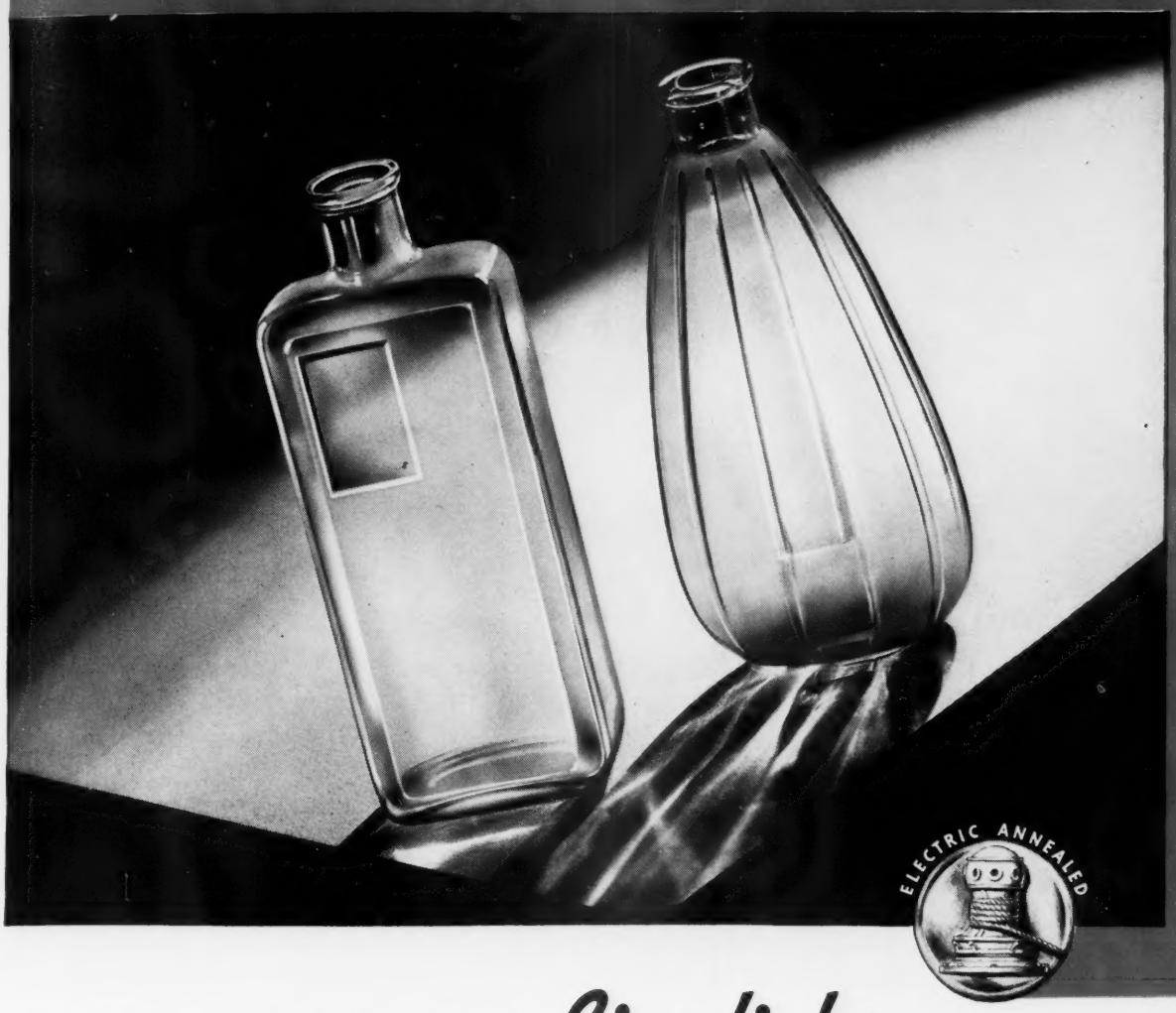
ANCHOR AMERSEAL CAPS . . . Bottle Style . . . Jar Style . . . Gasket Lined Type . . . 2-Piece Style • ANCHOR BEACON CAP . . . Amerseal Nozzle . . . No. 67 Set
ANCHOR SCREW TYPE CAPS . . . C. T. Caps for bottles . . . For Jars . . . Gasket Lined . . . 2-Pc. . . . No Knurl C. T. Caps
ANCHOR MOLDED CAPS . . . Tamper-proof Cap . . . Applicator Caps, Styles A, D, M and P . . . Shaker Top, S Style

CONSIDERABLE depends on the selection of the proper closure for your products. The primary consideration, of course, is to protect all of the original quality, flavor, strength or other beneficial values in these products, to deliver them to the consumer in perfect condition. The right type of cap will do that adequately and permanently regardless of how long the interval between packaging and delivery; and in spite of any conditions of temperature, humidity, rough handling or other hazards the packages may encounter on the way.

Here are some of the factors that make selection of a closure a matter of deliberate and careful judgment. Some products are packed cold; others hot. Some require a vacuum seal and some others an air-tight, leak-proof seal. Some may require a cover cap while others must be sterilized or processed. In some cases the cost of container and closure is all important. In any case the cap selected must be easy and economical to apply on the average run of glassware, adaptable to your particular production routines and requirements. Further, it must satisfy on the grounds of appearance . . . help to round out an attractive, eye-appealing package. It must be simple for the consumer to remove and in certain circumstances provide a convenient and efficient reseal.

The many functions required of a closure explain why Anchor has developed such a variety of different types and styles . . . by far the most extensive line of caps in the world. It is this complete selection that assures you of the certainty of finding among the Anchor collection of caps one which will perfectly and completely satisfy all your sealing requirements. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York; Toronto, Canada. *Branch offices in all principal cities.*

Caps by ANCHOR

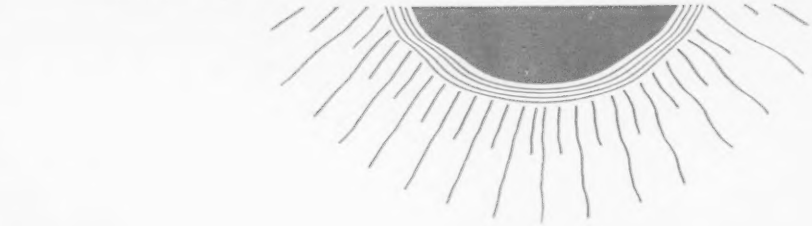


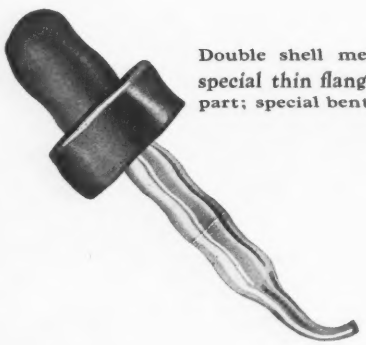
THEY STAND THE *Limelight*

PUT these two Salem containers in the spotlight—examine them minutely or from afar—they'll win the blue ribbon on all counts. What is true of these two containers is true of other Salem styles—they are well made, of brilliant, sparkling glass, accurate in capacity and finish, tough and resistant, and moreover nicely styled as to shapes, lines and proportions. If you will let us know your needs and desires, we will be glad to submit appropriate samples. SALEM GLASS WORKS, Salem, New Jersey. *Associated with* CAPSTAN GLASS COMPANY, Connellsville, Pennsylvania. *Branch offices in all principal cities.*

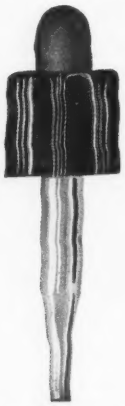
CAPSTAN *Glass*

THE SUN ALWAYS SHINES ON SOME LAND WHERE NEW PERFECTION DROPPING PARTS ARE BEING USED



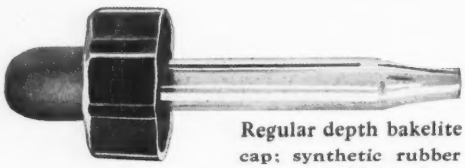


Double shell metal cap; special thin flange rubber part; special bent glass.



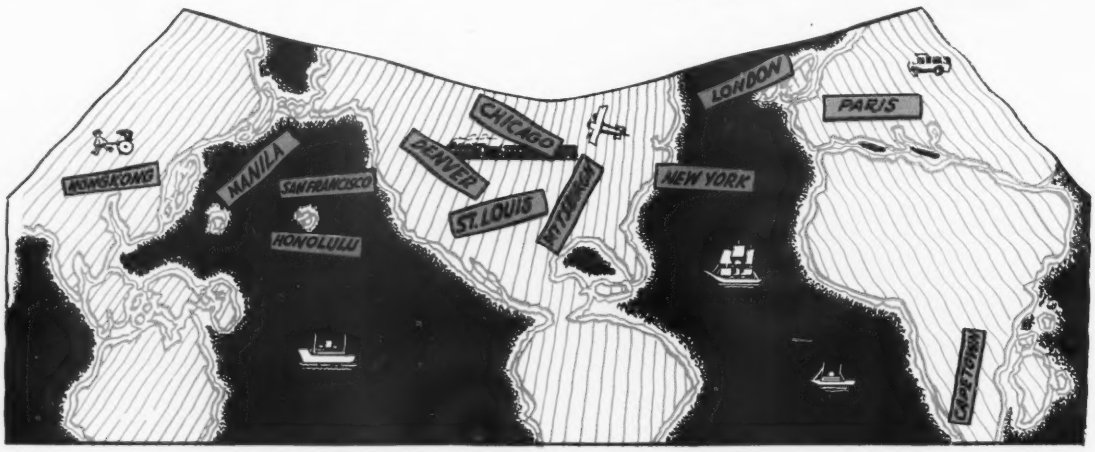
Fancy Durez cap; midget rubber part; regular straight glass.

Single shell metal cap; clutch rubber part; tooled blunt glass.



Regular depth bakelite cap; synthetic rubber part; semi-blunt glass.

Non-rolling, extra depth bakelite cap; oil-resistant rubber parts; Saftee ball glass.



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Packages acquire it with ALSECO FOIL CAPSULES

Package re-styling needn't be costly. Just add an Alseco Foil Capsule to what you now have. It's astounding how this little extra touch of modern beauty lifts "ordinary" packages out of the mob, makes better sellers. Sparkling Aluminum Foil spotlights the bottle, catches shoppers' eyes. And the rich lustre promises freshness, purity, quality.

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Yet, in your plant, application is quick and economical by either hand-operated or automatic machines.

Gold, silver and many other colors are offered. Top and sides may be embossed with your own design. Bottles and closures of any size or shape can be fitted perfectly.

Send several of your bottles, sealed and labeled, to be fitted with Alseco Foil Capsules. Then you can see for yourself the added beauty and protection your package can have for such little extra cost. Address packages to ALUMINUM SEAL COMPANY, Dept. CI-12, New Kensington, Penna.

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Alseco SEALS AND SEALING MACHINES

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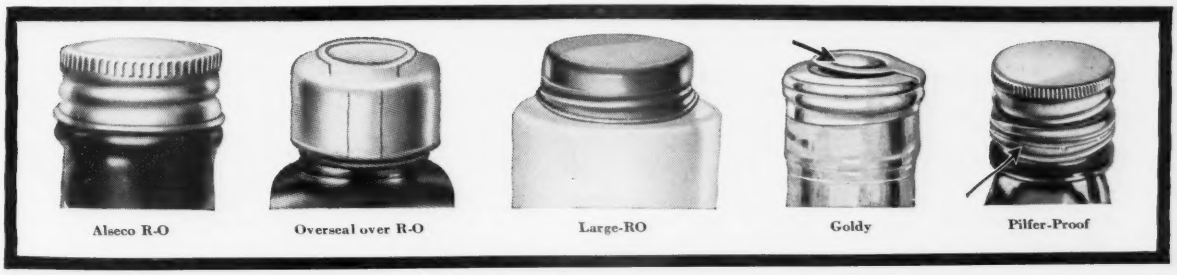
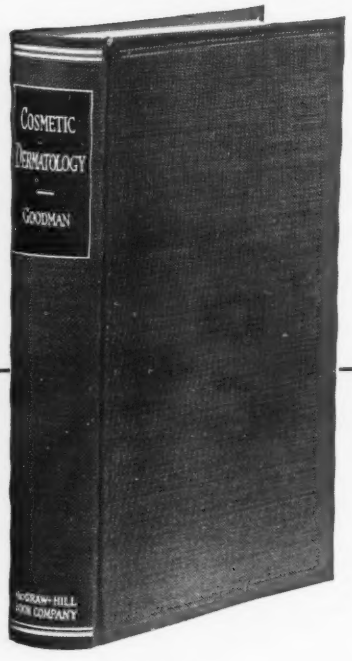


Alseco R-O | Overseal over R-O | Large-RO | Goldy | Pilfer-Proof

NOW--Facts, formulas, and data you can use *in the preparation of cosmetics that fulfill sound dermatologic purposes*



Here is Dr. Herman Goodman's new book, bringing you his dictionary of ingredients and shelf-tested formulary of cosmetic preparations, made doubly useful by a thorough discussion of their place and scope in both hygienic and remedial cosmetics. Invaluable for cosmetic manufacturers and chemists, etc., who want a guide to the preparation of better cosmetics, in which the experiences of an outstanding specialist are brought to bear on important distinctions between non-medical and medical functions.

Just Published

Cosmetic Dermatology

By HERMAN GOODMAN, M. D.
With a foreword by S. L. MAYHAM
Editor, The American Perfumer

591 pages, 6 x 9, $6.50

Partial list of subjects covered

Acne and Facial Blemishes
Astringents
Baldness
Bleach
Clays
Cleansing Lotions
Cold Cream
Corns, Calluses, and Warts
Depilatory
Eye Preparations
Face Powder and Rouge
Hair Dyeing
Lip Preparations
Head and Body Lice
Nail Preparations
Oral Preparations
Permanent-wave Preparations
Deodorants
Poison Ivy
Reducing Agents; Action on the Skin
Ringworm
Shaving
Sunburn and Sun Tan
Tissue Cream
Vanishing Creams
Vitamins and Hormones
Cosmetic Colors
Outline of Perfumery
Weights and Measures.

This book gives you:

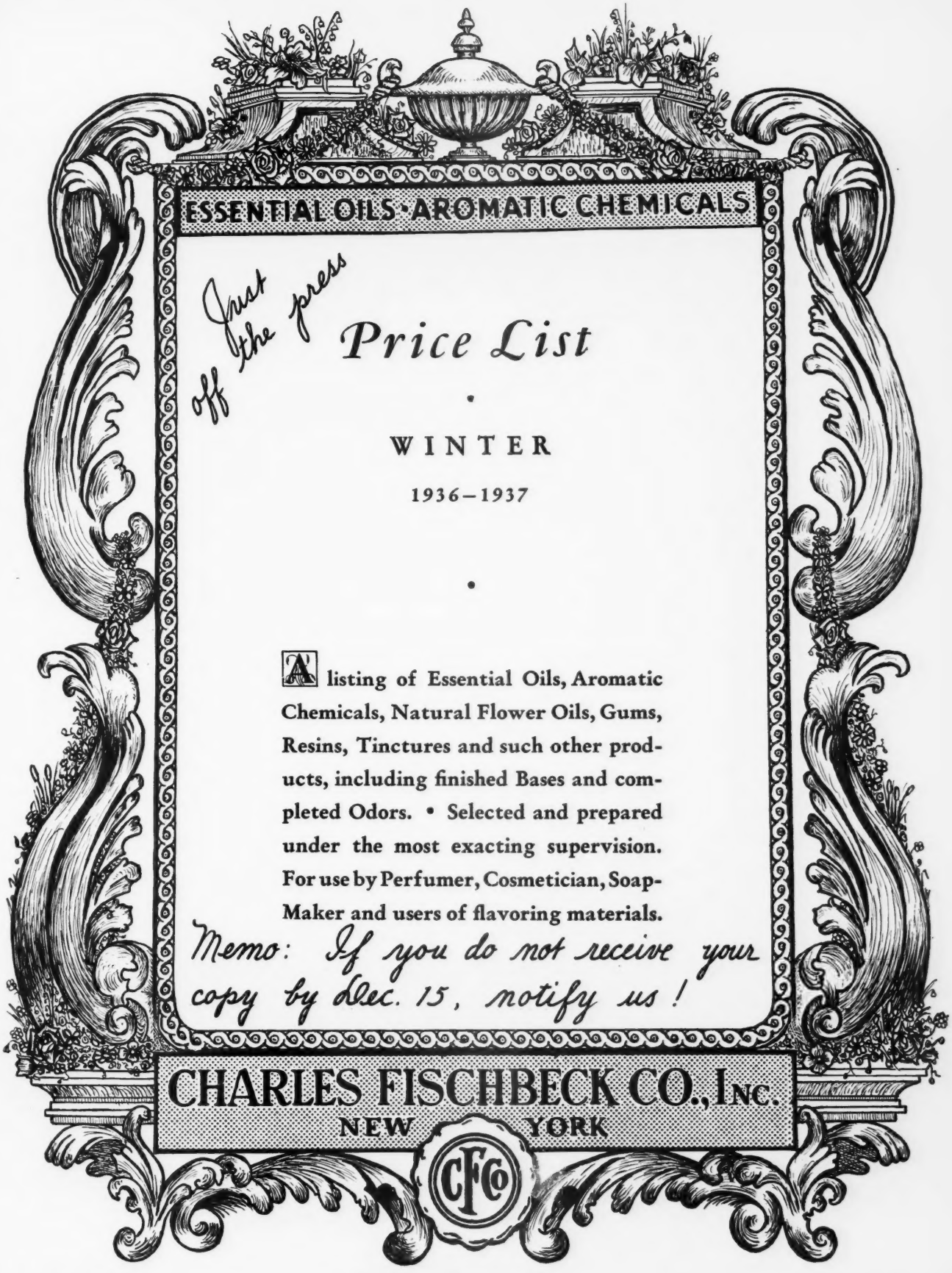
1. Dictionary of Ingredients containing about 260 official drugs used in cosmetics and therapeutics (other than perfumery), each fully described as to name, action and purpose in dermato-cosmetics, synonyms, common trade names, source, physical characteristics, solubilities, incompatibilities, etc. Also about 190 unofficial drugs, chemicals, etc., discussed as fully as available information permits.

2. 54 chapters and several appendices covering the field of Cosmetic Dermatology from acne to vitamins and hormones. Each chapter frankly discusses the problems and special features of the topic together with definite suggestions for improvement.

3. Formulary of more than 1200 cosmetic preparations, all of which have been prepared and shelf-tested under the author's supervision, and are distinguished by rational physiology, consistent chemistry, usefulness, and appearance. The formulas are distributed through the book, following chapters to which they apply.

Every investigating cosmetician who is concerned with the effects of existing or proposed legislation relating to cosmetics should find this book invaluable. It presents the first American point of view, delimiting non-medical from medical functions. It presents the rational of pharmaceutical applications to the skin, scalp, hair, and nails, distinguishing between hygenic and reparative cosmetics, providing the cosmetic manufacturer and his staff with sensible, honest claims which can be substantiated.

THE DRUG and COSMETIC INDUSTRY
101 WEST 31st STREET
NEW YORK CITY


ESSENTIAL OILS · AROMATIC CHEMICALS
Just off the press
Price List
WINTER
1936–1937
A listing of Essential Oils, Aromatic Chemicals, Natural Flower Oils, Gums, Resins, Tinctures and such other products, including finished Bases and completed Odors. • Selected and prepared under the most exacting supervision. For use by Perfumer, Cosmetician, Soap-Maker and users of flavoring materials.
Memo: If you do not receive your copy by Dec. 15, notify us!
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NEW YORK
CFCo

AN URGENT CALL

To ALL manufacturers and importers of PERFUMES, COSMETICS AND TOILET PREPARATIONS for your listings of commercially active brand names for the 1937 T. R. REGISTER.

We are now nearing completion of the compilation of brand names of perfumes, cosmetics and toilet preparations for this new T. R. Register.

These will be listed **free of charge.**

Distribution of this much demanded directory will be made early in 1937 to all the important department stores, drug stores and other retail and wholesale outlets in this industry.

Blank **brand name** cards were recently distributed to manufacturers and importers. Most of these have been returned to us and are now being compiled.

If you need an additional supply of these brand name cards **advise us at once.**

or

Send us at once your list of brand names with the products marketed **under each brand.**

Example:—

Brand name.....

Products such as:—Perfume, face powder, body powder, hair preparations, soaps, lotion, lipstick, sun-tan preparations, creams, etc.

Company name.....

Address.....

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YOUR PRODUCT

in one of these five Carr-Lowrey bottles . . . A hand lotion? An after-shaving lotion? A liquid shampoo? A cologne? A nail polish? . . . Let us show you samples of those which seem most suitable to the use you have in mind. We think you'll also find them pleasingly priced.

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There is NO gamble if you use These White Oils!
Standard of Indiana has developed a line of white oils which eliminate all risk that any run of your product won't measure up to your highest standards—if you base your formulas on Standard White Oils. That's something you can bank on—the *unvarying uniformity* of these high-quality products from Standard's laboratories. And the continual research work carried on in those laboratories assures you of always getting the finest and most up-to-date white oils that can be made!
Add to that, the economy and convenience of Standard's wide distributing facilities, plus the consulting service of men trained in your field—and you'll recognize the full advantage of doing business with Standard of Indiana.
Notice the list of base oils below... and for full information and prices, phone your local Standard Oil (Indiana) office. A representative will be glad to call and render any possible service—without cost or obligation to you.
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Merusol White Mineral Oil
Nonpareil White Mineral Oil
Superla White Mineral Oil
TECHNICAL OILS
Superla White Rose Oil
White Rose Oil
Premier White Oil
Extra White Rose Oil
Acme White Oil
PETROLATUMS
Stanolene (the premium white petrolatum)
Stanolind Petrolatum Snow White
Stanolind Petrolatum Lily White
Stanolind Petrolatum Cream White
Stanolind Petrolatum Golden Topaz
Stanolind Petrolatum Topaz
Stanolind Petrolatum Amber
Stanolind Petrolatum Red Veterinary
Stanolind Petrolatum Dark
Also deodorized base oils for insecticide manufacture
WHITE OILS . . . STANDARD OIL COMPANY (INDIANA) 910 SOUTH MICHIGAN AVENUE, CHICAGO, ILLINOIS . . . WHITE OILS

FLAG BRAND
WHITE OILS

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"Genuine Imported Russian Mineral Oils" are refined exclusively from Russian Crude Oil, which is produced in the Caucasus (Baku Region) and shipped from Black Sea ports in tank steamers to refineries in Western European countries for manufacturing the finished products.

Mineral Oils from other proveniences than Russia cannot be designated as "Russian Oil." According to the Food and Drug Administration the use of the term "Russian" in connection with mineral oils coming from elsewhere than Russia, would be misleading and therefore violative of the Federal Food and Drugs Act.

Therefore, if your trade is built up on "Genuine Imported Russian Mineral Oil," oils sold as "Russian Type" will not satisfy you.

Insist on the "Genuine Imported Russian Oil" and protect yourself by buying only from original importers or from legitimate dealers.

S. Schwabacher & Co., Inc.

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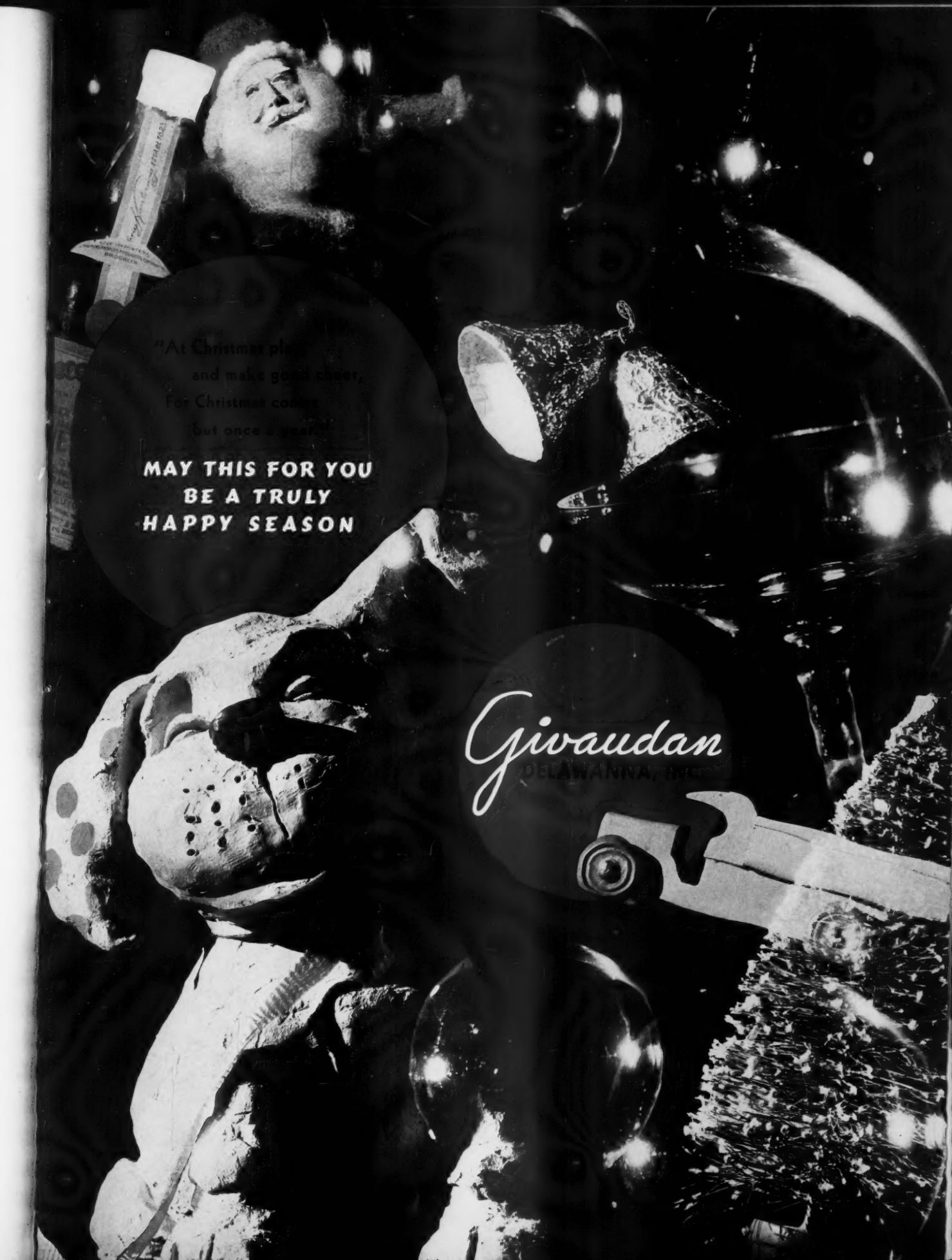
"At Christmas play
and make good cheer,
For Christmas comes
but once a year."
MAY THIS FOR YOU
BE A TRULY
HAPPY SEASON
Givaudan
DELAWANNA, INC.

Trouble Free

GIVAUDAN *is famous for originality* in the development of better and more efficient products. *But originality is not the whole story.* Givaudan owes its reputation to carefully perfected methods and processes that insure the highest standards of purity and uniformity. Our purpose is *to help you keep your production trouble-free.* The following examples of skillful research and carefully directed production technique deserve your consideration.

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TERPINEOL PRIME #1—its odor quality is unexcelled. It is the "Prime #1" Terpineol available today.

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Samples on request.

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DELAWANNA INC.

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Branches: Philadelphia Los Angeles Cincinnati Detroit Dallas Baltimore
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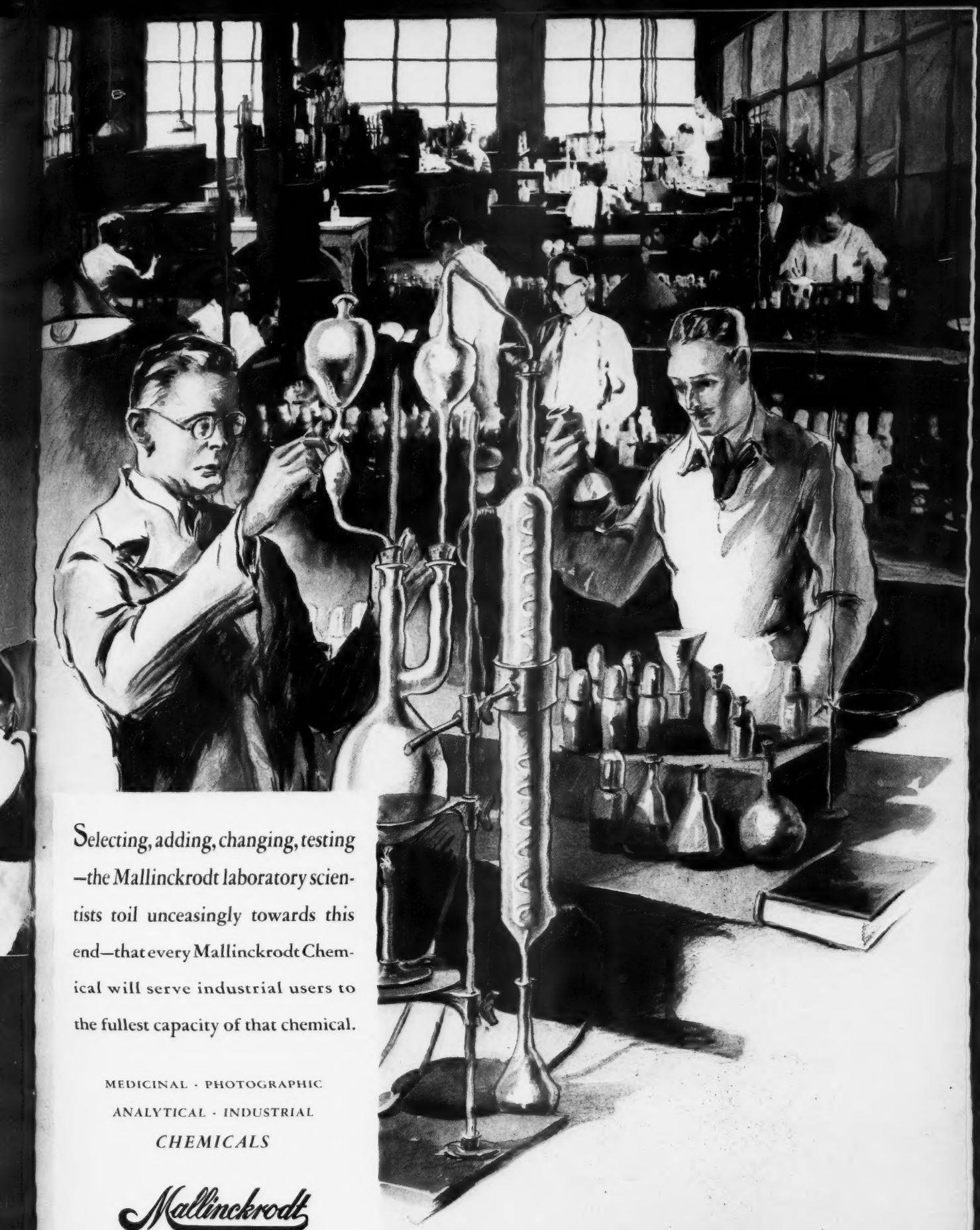

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MALLINCKRODT QUALITY based on EFFORTS TO MEET SPECIFIC REQUIREMENTS

SUCCESSFUL manufacturers of chemical products know that their particular process requires chemicals of specific qualities to maintain the excellence responsible for their sales. Keen watchfulness on the part of Mallinckrodt to accurately fill the chemical requirements of each industry has found its reward in the continued dependence upon Mallinckrodt quality by the world's most exacting manufacturers.

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A copy of the new Mallinckrodt Industrial-Pharmaceutical price list will be sent if you have not as yet received one.

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FINE CHEMICALS SINCE 1867
for Pharmaceutical Manufacture, Industrial and Laboratory Control

Greetings

...and best wishes for the New Year. May it bring abundant blessings, increasing happiness and prosperity to all.

Fritzsche Brothers, Inc.

Wrapped in MOISTUREPROOF SYLPHRAP
(Reg. U. S. Pat. Off.)

To maintain the freshness and medicinal value of this nationally known, effective remedy, the cartons are wrapped in

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America's foremost genuine Rubbing Alcohol. Formula approved by, and manufacture supervised by U. S. Treasury Dept. Unquestionably the best-selling, lowest-priced quality alcohol money can buy. Make us prove it. Order now. Your own imprint—at no extra cost—if ordered in quantities of at least 5 gross.

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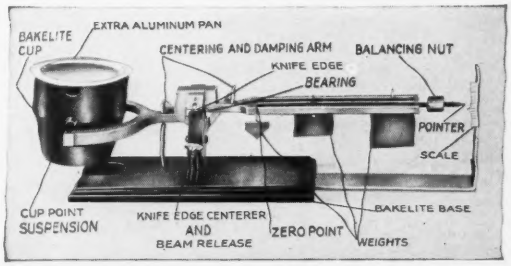

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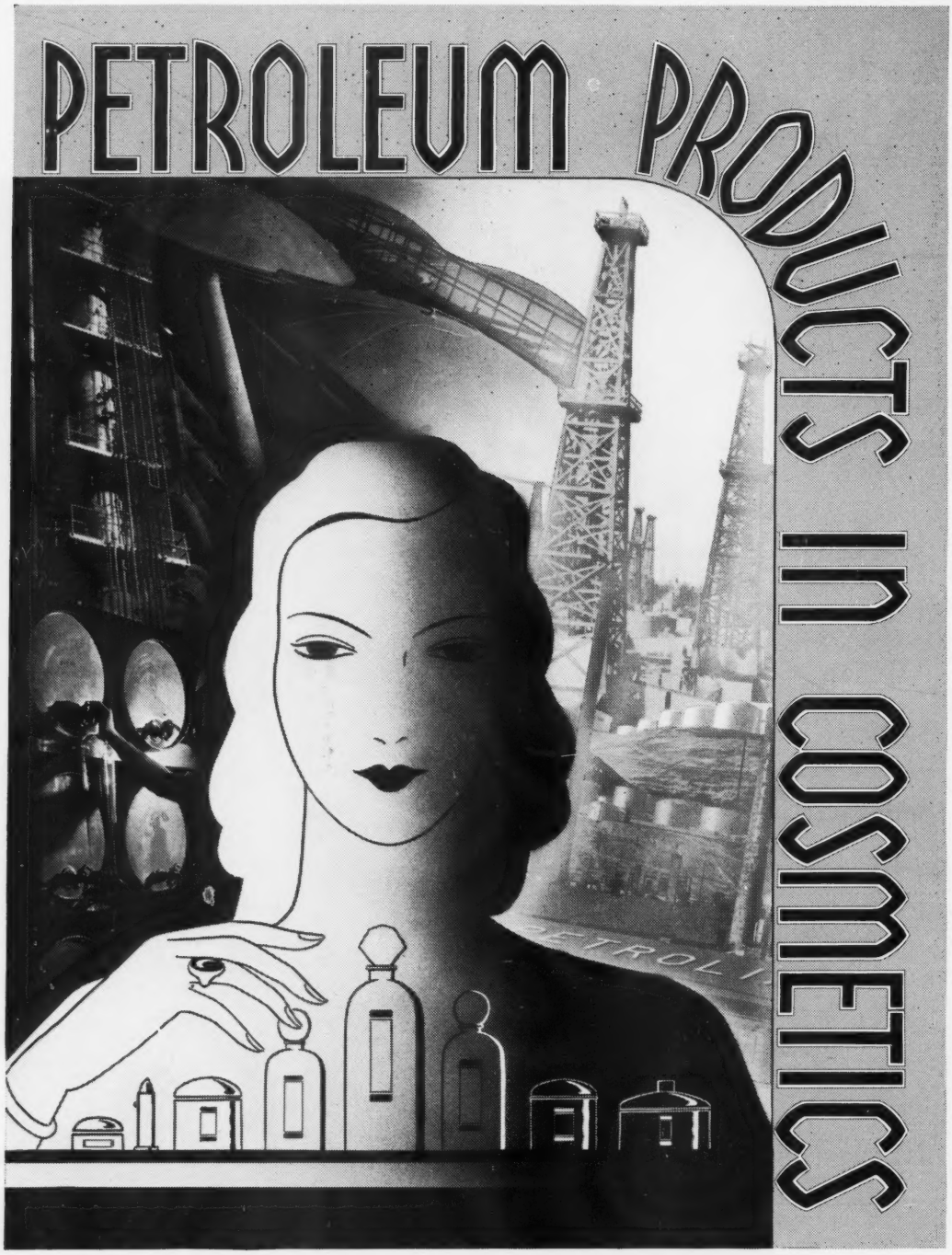

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